

# Prim B Metro - Clausura - UAI Urquiza vs Deportivo Merlo

DATE: Monday, September 29, 2025  
LOCATION: Merlo, Buenos Aires Province, AR

## Event Description

Prim B Metro - Clausura - UAI Urquiza vs Deportivo Merlo is a premier sports event in Merlo. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** sports  
**Importance Rank:** 58/100  
**Expected Attendance:** 2,604 people  
**Event ID:** 8AVWTAWpQxcfxnLneK

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x baseline (varies by property tier & location)  
**Occupancy Impact:** +60 percentage points over baseline  
**Booking Lead Time:** Demand begins 60 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 1,042 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*