

Primera A - 2nd Phase - San Lorenzo vs Rosario Central

DATE: Monday, August 25, 2025
LOCATION: Rosario, Santa Fe, AR

Event Description

Primera A - 2nd Phase - San Lorenzo vs Rosario Central is a premier sports event in Rosario, Santa Fe. 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: 50/100

Expected Attendance: 1,000 people

Event ID: 6zxS3bYMF4azwahXuY

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 400 across all properties

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