

Primera A - 2nd Phase - SAT vs Newell's Old Boys

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

Event Description

Primera A - 2nd Phase - SAT vs Newell's Old Boys 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: 1,048 people
Event ID: G3kjz5rTXYe53C55RS

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: 419 across all properties

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