

# Primera C - Atlas vs Yupanqui

DATE: Sunday, August 24, 2025  
LOCATION: Merlo, Provincia de Buenos Aires, AR

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## Event Description

Primera C - Atlas vs Yupanqui is a premier sports event in Merlo, Provincia de Buenos Aires. 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:** 62/100

**Expected Attendance:** 4,115 people

**Event ID:** BpoKtdCroPbetkqxxU

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x 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:** 1,646 across all properties

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

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