

# Primera C - Central Ballester vs General Lamadrid

DATE: Saturday, August 23, 2025  
LOCATION: Capital Federal, Ciudad de Buenos Aires, AR

## Event Description

Primera C - Central Ballester vs General Lamadrid is a premier sports event in Capital Federal, Ciudad 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:** 55/100

**Expected Attendance:** 1,830 people

**Event ID:** 9gUemNJK4yQiQbMeuQ

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 732 across all properties

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