

# Primera C - General Lamadrid vs Victoriano Arenas

DATE: Sunday, August 17, 2025  
LOCATION: Barracas, Buenos Aires C.F., AR

## Event Description

Primera C - General Lamadrid vs Victoriano Arenas is a premier sports event in Barracas. 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:** 54/100

**Expected Attendance:** 1,498 people

**Event ID:** CS3TpoMTTCqdq7mWUY

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 599 across all properties

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