

Primera C - JJ Urquiza vs Lugano

DATE: Tuesday, September 16, 2025
LOCATION: La Matanza, Provincia de Buenos Aires, AR

Event Description

Primera C - JJ Urquiza vs Lugano is a premier sports event in La Matanza, 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: 53/100

Expected Attendance: 1,453 people

Event ID: 8uMXs6VVfntRLfbpiw

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 581 across all properties

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