

# Primera C - Play-offs - 2nd Round - Atlas vs Mercedes

DATE: Sunday, October 19, 2025  
LOCATION: Mercedes, Buenos Aires, AR

## Event Description

Primera C - Play-offs - 2nd Round - Atlas vs Mercedes is a premier sports event in Mercedes. 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:** 56/100  
**Expected Attendance:** 2,105 people  
**Event ID:** DvYZKkjtYfiLh3wPE

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 842 across all properties

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