

# Primera Nacional - Arsenal vs San Martín Tucumán

DATE: Sunday, August 31, 2025  
LOCATION: San Miguel de Tucumán, Provincia de Tucumán, AR

## Event Description

Primera Nacional - Arsenal vs San Martín Tucumán is a premier sports event in San Miguel de Tucumán, Provincia de Tucumán. 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:** 66/100

**Expected Attendance:** 6,319 people

**Event ID:** 5HS8SvsgoigC8a4cAN

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,528 across all properties

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