

# Primera Nacional - Defensores de Belgrano vs Almirante Brown

DATE: Sunday, September 21, 2025  
LOCATION: San Justo, Buenos Aires, AR

## Event Description

Primera Nacional - Defensores de Belgrano vs Almirante Brown is a premier sports event in San Justo. 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:** 59/100

**Expected Attendance:** 2,707 people

**Event ID:** GQc8uzxKTX8VunQvt

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,083 across all properties

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