

# Primera Nacional - Estudiantes Río Cuarto vs Colón

DATE: Monday, September 8, 2025  
LOCATION: Santa Fe, Santa Fe, AR

## Event Description

Primera Nacional - Estudiantes Río Cuarto vs Colón is a premier sports event in Santa Fe. 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:** 69/100

**Expected Attendance:** 8,561 people

**Event ID:** H2fKULGt8MuSRoH9D8

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x 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:** 3,424 across all properties

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