

Primera Nacional - Güemes vs Atlanta

DATE: Saturday, September 6, 2025

LOCATION: Buenos Aires, Ciudad Autónoma de Buenos Aires, AR

Event Description

Primera Nacional - Güemes vs Atlanta is a premier sports event in 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: 65/100

Expected Attendance: 5,868 people

Event ID: 6uSWTgJ46hRVWXGndx

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,347 across all properties

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