

Primera Nacional - Güemes vs Quilmes

DATE: Monday, September 22, 2025
LOCATION: Quilmes, Buenos Aires Province, AR

Event Description

Primera Nacional - Güemes vs Quilmes is a premier sports event in Quilmes. 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: 60/100

Expected Attendance: 3,268 people

Event ID: CeXTK7ZzLnrporsCbe

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,307 across all properties

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