

Primera Nacional - Quilmes vs San Martín Tucumán

DATE: Sunday, September 28, 2025
LOCATION: San Miguel de Tucumán, Provincia de Tucumán, AR

Event Description

Primera Nacional - Quilmes 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: EuPFBpsXj3J6VSjLDX

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.