

# Primera Piel - Experiencia inmersiva

DATE: Saturday, September 20, 2025

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

## Event Description

Primera Piel - Experiencia inmersiva is a premier performing-arts 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:** performing-arts

**Importance Rank:** 34/100

**Expected Attendance:** 153 people

**Event ID:** 5uzdREMjkzNhXRy23a

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 61 across all properties

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