

# Severe Delays - Mar del Plata Astor Piazzolla Intl Airport (MDQ)

DATE: Friday, October 3, 2025  
LOCATION: Mar del Plata, Buenos Aires Province, AR

## Event Description

Severe Delays - Mar del Plata Astor Piazzolla Intl Airport (MDQ) is a premier airport-delays event in Mar del Plata. 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:** airport-delays  
**Importance Rank:** 90/100  
**Expected Attendance:** 10,000 people  
**Event ID:** 3ZWYtTsxrnVzwm4cCf

## Hotel Demand Indicators

**ADR Impact Index:** 9.2x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 180 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 4,000 across all properties

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