

TERAPIA ROTA | STAND UP | 23 AGO

DATE: Saturday, August 23, 2025

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

Event Description

TERAPIA ROTA | STAND UP | 23 AGO 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: 25/100

Expected Attendance: 57 people

Event ID: 5r3smo5ahmkLaywwiT

Hotel Demand Indicators

ADR Impact Index: 3.6x 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: 23 across all properties

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