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La Plata hotel occupancy rose to 36.8% in the third quarter

A university survey showed 11.9% more accommodation nights, alongside a 2.5% fall in hotel jobs and a 5% September drop

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Hotel occupancy in La Plata rose in the third quarter while employment at surveyed hotels declined, according to figures published on Wednesday, November 18, by the Argentine newspaper El Día, which attributed the data to the Faculty of Economic Sciences at the National University of La Plata.

The report said average room occupancy reached 36.8% from July through September, up from 32.4% in the same period of 2025. That was an increase of 4.4 percentage points year over year in the capital of Buenos Aires province, where business and academic travel remain an important part of hotel demand.

At the same time, the number of jobs at the hotels included in the La Plata hotel survey fell 2.5% from a year earlier. The data pointed to a sharper drop at the end of the quarter. In September alone, employment was down 5% from the same month in 2025.

Demand showed broader gains across the quarter. Average accommodation nights rose 11.9% from a year earlier, the report said. In September, room occupancy reached 37%, while accommodation nights totaled 18,725, a 5% increase from the same month a year earlier.

The figures suggest that hotel activity improved even as staffing moved in the opposite direction. The report did not provide an explanation for the decline in employment, but it showed that the labor drop in September was steeper than the average decrease for

the full quarter.

La Plata’s hotel market is shaped in large part by visitors arriving for work and study. According to the survey, business trips accounted for 40% of reported reasons for staying in the city, while study-related travel represented 20%. La Plata is home to provincial government offices and major universities, factors that help sustain weekday demand outside traditional leisure tourism.

The numbers cited by El Día were described as part of the La Plata Hotel Survey, which tracks room occupancy, accommodation nights and employment at participating establishments. The period covered ran from July through September 2026.

The data could not be fully confirmed through the survey’s official website. When checked, the latest hotel report publicly available there was for the second quarter, making the third-quarter figures reported by El Día a secondary publication of the university’s survey results.