

Athletic Club Sjdr MG vs Cuiaba EC MT

DATE: Sunday, September 28, 2025
LOCATION: Verdão, Mato Grosso, BR

Event Description

Athletic Club Sjdr MG vs Cuiaba EC MT is a premier sports event in Verdão. 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: 63/100

Expected Attendance: 4,540 people

Event ID: 4kr2Gs4H9TNXB7JACq

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,816 across all properties

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