

# Carioca B1 - Group Stage - Serrano RJ vs Artsul

DATE: Saturday, November 1, 2025  
LOCATION: Nova Iguaçu, Rio de Janeiro, BR

## Event Description

Carioca B1 - Group Stage - Serrano RJ vs Artsul is a premier sports event in Nova Iguaçu, Rio de Janeiro. 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:** 57/100

**Expected Attendance:** 2,329 people

**Event ID:** 5faiPPQk67TP9fJ7t4

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 932 across all properties

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