

Carioca B1 - Group Stage - Serrano RJ vs Friburguense

DATE: Sunday, September 21, 2025
LOCATION: Nova Friburgo, Rio de Janeiro, BR

Event Description

Carioca B1 - Group Stage - Serrano RJ vs Friburguense is a premier sports event in Nova Friburgo. 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: 59/100

Expected Attendance: 2,895 people

Event ID: 8zZseR6XRNWthVdiKA

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,158 across all properties

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