

Carioca B1 - Group Stage - Serrano RJ vs Niteroiense

DATE: Saturday, October 4, 2025
LOCATION: Várzea das Moças Niterói, Rio de Janeiro, BR

Event Description

Carioca B1 - Group Stage - Serrano RJ vs Niteroiense is a premier sports event in Várzea das Moças Niterói, 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: 56/100

Expected Attendance: 2,000 people

Event ID: 74rEEZJjuuW6KGhR6

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: 800 across all properties

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