

Carioca B2 - Group Stage - Paraty vs Serra Macaense

DATE: Sunday, October 12, 2025
LOCATION: Macaé, State of Rio de Janeiro, BR

Event Description

Carioca B2 - Group Stage - Paraty vs Serra Macaense is a premier sports event in Macaé. 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: 62/100

Expected Attendance: 4,062 people

Event ID: Ews454AyRzp7CZosNG

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,625 across all properties

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