

Carioca B2 - Group Stage - Serra Macaense vs Santa Cruz RJ

DATE: Sunday, October 19, 2025
LOCATION: Rio de Janeiro, Rio de Janeiro, BR

Event Description

Carioca B2 - Group Stage - Serra Macaense vs Santa Cruz RJ is a premier sports event in Rio de Janeiro, 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: 58/100

Expected Attendance: 2,648 people

Event ID: EPdocR3pHRj8hYkgwG

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,059 across all properties

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