

Carioca U20 - Taça Guanabara - Botafogo U20 vs Madureira U20

DATE: Saturday, September 20, 2025
LOCATION: Rio de Janeiro, Rio de Janeiro, BR

Event Description

Carioca U20 - Taça Guanabara - Botafogo U20 vs Madureira U20 is a premier sports event in 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: 51/100

Expected Attendance: 1,143 people

Event ID: DUxgbZkMb6CvK3LRSg

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 457 across all properties

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