

Carioca Women - Taça Guanabara - Heips vs Vasco da Gama

DATE: Wednesday, October 8, 2025
LOCATION: Nova Iguaçu, Rio de Janeiro, BR

Event Description

Carioca Women - Taça Guanabara - Heips vs Vasco da Gama is a premier sports event in Nova Iguaçu, 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: 2,464 people

Event ID: Eq3QLjxoeGJW8wKNcR

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: 986 across all properties

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