

# Catarinense 3 - 1st Phase - Guarani de Palhoça vs Jaraguá

DATE: Sunday, September 7, 2025  
LOCATION: Jaraguá do Sul, Santa Catarina, BR

## Event Description

Catarinense 3 - 1st Phase - Guarani de Palhoça vs Jaraguá is a premier sports event in Jaraguá do Sul. 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:** 60/100

**Expected Attendance:** 3,254 people

**Event ID:** JXEErQhGkSNSWe3FHP

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,302 across all properties

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