

Catarinense - Group Stage - Brusque vs AJAB/SECEL

DATE: Monday, September 22, 2025
LOCATION: Jaraguá do Sul, BR

Event Description

Catarinense - Group Stage - Brusque vs AJAB/SECEL 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: 53/100

Expected Attendance: 1,397 people

Event ID: 9CENJtk9GQGEPHrHe9

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 559 across all properties

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