

# Cearense 1 - 1st Phase - Ceará vs Floresta

DATE: Friday, January 9, 2026  
LOCATION: Horizonte, Ceará, BR

## Event Description

Cearense 1 - 1st Phase - Ceará vs Floresta is a premier sports event in Horizonte. 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:** 56/100

**Expected Attendance:** 1,981 people

**Event ID:** EJJkZkyji2NY5v7gHg

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 792 across all properties

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