

Cearense 1 - 1st Phase - Iguatu vs Ceará

DATE: Friday, January 16, 2026
LOCATION: Fortaleza, Ceará, BR

Event Description

Cearense 1 - 1st Phase - Iguatu vs Ceará is a premier sports event in Fortaleza. 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: 59/100

Expected Attendance: 2,873 people

Event ID: 62PQe7MhudmkVSv4wR

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,149 across all properties

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