

Cearense 1 - 1st Phase - Maracanã vs Fortaleza

DATE: Saturday, January 17, 2026
LOCATION: Fortaleza, Ceará, BR

Event Description

Cearense 1 - 1st Phase - Maracanã vs Fortaleza 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: 4r4wFrZLG7Fi2Paavo

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.