

Circuito das Estações - Primavera - Goiânia

DATE: Friday, September 12, 2025
LOCATION: Setor Aeroporto, Goiás, BR

Event Description

Circuito das Estações - Primavera - Goiânia is a premier sports event in Setor Aeroporto. 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: 32/100

Expected Attendance: 133 people

Event ID: 55LWF4Fe8c9ztMUJdU

Hotel Demand Indicators

ADR Impact Index: 4.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 53 across all properties

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