

# Circuito das Estações - Primavera - João Pessoa

DATE: Saturday, September 27, 2025  
LOCATION: Centro, Paraíba, BR

## Event Description

Circuito das Estações - Primavera - João Pessoa is a premier sports event in Centro. 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:** 35/100

**Expected Attendance:** 180 people

**Event ID:** FyEZ3xK6fp4vUu5D7T

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 72 across all properties

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