

Copa do Brasil U20 - Quarter-finals - Novorizontino U20 vs IAPE U20

DATE: Wednesday, November 19, 2025
LOCATION: São Luís, Maranhão, BR

Event Description

Copa do Brasil U20 - Quarter-finals - Novorizontino U20 vs IAPE U20 is a premier sports event in São Luís. 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: 72/100

Expected Attendance: 13,097 people

Event ID: DjdP8rdbfilKvmz5KKJ

Hotel Demand Indicators

ADR Impact Index: 7.6x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 5,239 across all properties

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