

# Copa Fares Lopes - 1st Phase - Vila Real vs Ceará B

DATE: Sunday, October 26, 2025  
LOCATION: Fortaleza, Ceará, BR

## Event Description

Copa Fares Lopes - 1st Phase - Vila Real vs Ceará B 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:** 66/100

**Expected Attendance:** 6,176 people

**Event ID:** 4uwFxYuAPsio2MUNFq

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x 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:** 2,470 across all properties

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