

Copa Rio - Quarter-finals - Nova Iguaçu vs Araruama

DATE: Saturday, August 23, 2025
LOCATION: Saquarema, State of Rio de Janeiro, BR

Event Description

Copa Rio - Quarter-finals - Nova Iguaçu vs Araruama is a premier sports event in Saquarema. 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: 2,733 people

Event ID: DTdjLTRdzQRqh9zRML

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: 1,093 across all properties

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