

# Copa Rio - Semi-finals - Araruama vs América RJ

DATE: Saturday, September 6, 2025  
LOCATION: Mesquita, Rio de Janeiro, BR

## Event Description

Copa Rio - Semi-finals - Araruama vs América RJ is a premier sports event in Mesquita. 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:** 61/100

**Expected Attendance:** 3,473 people

**Event ID:** 4okG5QbcJCscv4ToCQ

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,389 across all properties

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