

Maratona Cuiabá

DATE: Sunday, December 21, 2025
LOCATION: Centro Sul, Mato Grosso, BR

Event Description

Maratona Cuiabá is a premier sports event in Centro Sul. 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: 184 people

Event ID: Ey8SprF4kmEWJhEpxi

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: 74 across all properties

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