

MEDWAY RUN - JOÃO PESSOA

DATE: Sunday, September 28, 2025
LOCATION: Portal do Sol, Paraíba, BR

Event Description

MEDWAY RUN - JOÃO PESSOA is a premier sports event in Portal do Sol. 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: 50/100

Expected Attendance: 10,000 people

Event ID: HS6tzy6oz9mZBJGDR8

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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