

# Meia Maratona de João Pessoa

DATE: Sunday, November 16, 2025

LOCATION: Centro, Paraíba, BR

## Event Description

Meia Maratona de João Pessoa is a premier sports event in Centro. 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:** 36/100

**Expected Attendance:** 209 people

**Event ID:** 3V2qLokBWMEp4hiQY7

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 84 across all properties

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