

NBB - Fortaleza vs Unifacisa

DATE: Friday, October 31, 2025
LOCATION: Campina Grande, BR

Event Description

NBB - Fortaleza vs Unifacisa is a premier sports event in Campina Grande. 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: 55/100

Expected Attendance: 1,733 people

Event ID: E45AHXnh6XhfEBSNq7

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 693 across all properties

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