

Paraibano 2 - 1st Phase - Cruzeiro PB vs Miramar

DATE: Thursday, August 28, 2025
LOCATION: João Pessoa, State of Paraíba, BR

Event Description

Paraibano 2 - 1st Phase - Cruzeiro PB vs Miramar is a premier sports event in João Pessoa. 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: 1,825 people

Event ID: 5jRimdZK5ySvMf6Ead

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: 730 across all properties

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