

Paraibano 2 - 1st Phase - Guarabira vs Atlético Cajazeirense

DATE: Thursday, August 28, 2025
LOCATION: Cajazeiras, Paraíba, BR

Event Description

Paraibano 2 - 1st Phase - Guarabira vs Atlético Cajazeirense is a premier sports event in Cajazeiras. 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: 1,788 people

Event ID: BvR7v3ifxbPPCCDbNP

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: 715 across all properties

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