

# Paraibano 2 - 1st Phase - Miramar vs São Paulo Crystal

DATE: Saturday, September 6, 2025  
LOCATION: Campina Grande, Paraíba, BR

## Event Description

Paraibano 2 - 1st Phase - Miramar vs São Paulo Crystal 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:** 72/100

**Expected Attendance:** 13,012 people

**Event ID:** EDA89xPwdbCZWbaQV4

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,205 across all properties

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