

# Paraibano 2 - 1st Phase - Serrano PB vs Miramar

DATE: Monday, September 15, 2025  
LOCATION: João Pessoa, State of Paraíba, BR

## Event Description

Paraibano 2 - 1st Phase - Serrano 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:** 64/100

**Expected Attendance:** 4,962 people

**Event ID:** 4kikm7R76CJCL4KkPh

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,985 across all properties

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