

Paraibano Women - 1st Phase - Kashima vs Liga de Guarabira

DATE: Saturday, October 25, 2025
LOCATION: Guarabira, Paraíba, BR

Event Description

Paraibano Women - 1st Phase - Kashima vs Liga de Guarabira is a premier sports event in Guarabira, Paraíba. 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: 62/100

Expected Attendance: 4,130 people

Event ID: BHVJiRxo3G4KW9bTD6

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,652 across all properties

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