

# Paraibano Women - 1st Phase - Liga de Guarabira vs Spartax

DATE: Wednesday, October 29, 2025  
LOCATION: Santa Rita, Paraíba, BR

## Event Description

Paraibano Women - 1st Phase - Liga de Guarabira vs Spartax is a premier sports event in Santa Rita. 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:** 1,729 people

**Event ID:** 8FyDnDDatZ2UVzmay2

## 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:** 692 across all properties

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