

# Paraibano Women - 1st Phase - Marretinha vs Serrano PB

DATE: Monday, November 3, 2025  
LOCATION: Monteiro, Paraíba, BR

## Event Description

Paraibano Women - 1st Phase - Marretinha vs Serrano PB is a premier sports event in Monteiro, 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:** 56/100

**Expected Attendance:** 1,948 people

**Event ID:** 3y3Rs8H9ZGQc9CFpHE

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 779 across all properties

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