

Paraibano Women - 1st Phase - Mixto PB vs Marretinha

DATE: Thursday, November 6, 2025
LOCATION: Santa Rita, Paraíba, BR

Event Description

Paraibano Women - 1st Phase - Mixto PB vs Marretinha is a premier sports event in Santa Rita, 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: 50/100

Expected Attendance: 1,000 people

Event ID: Cwc46rf5hwAjtqRJaN

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 400 across all properties

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