

Pernambucano 2 - Vera Cruz vs Belo Jardim

DATE: Sunday, September 14, 2025
LOCATION: Caruaru, Pernambuco, BR

Event Description

Pernambucano 2 - Vera Cruz vs Belo Jardim is a premier sports event in Caruaru, Pernambuco. 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: 63/100

Expected Attendance: 4,524 people

Event ID: 6AFLc7vtk7sKJEMZ59

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: 1,810 across all properties

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