

# Serie A - Mirassol vs Fluminense

DATE: Thursday, November 6, 2025

LOCATION: Rio de Janeiro, BR

## Event Description

Serie A - Mirassol vs Fluminense is a premier sports event in the region. 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:** 74/100

**Expected Attendance:** 15,952 people

**Event ID:** BVdfgLxwdEkagMZ3ke

## Hotel Demand Indicators

**ADR Impact Index:** 7.8x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 6,381 across all properties

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