

# Serie A - Mirassol vs Santos

DATE: Wednesday, November 19, 2025

LOCATION: Santos, São Paulo, BR

## Event Description

Serie A - Mirassol vs Santos is a premier sports event in Santos. 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:** 65/100

**Expected Attendance:** 5,920 people

**Event ID:** Cy2dgyk3k7PEbD23oY

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,368 across all properties

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