

# Serie A - Palmeiras vs Botafogo

DATE: Sunday, August 17, 2025  
LOCATION: Engenho de Dentro, Rio de Janeiro, BR

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## Event Description

Serie A - Palmeiras vs Botafogo is a premier sports event in Engenho de Dentro. 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:** 75/100

**Expected Attendance:** 18,183 people

**Event ID:** V6DDu2MvcEPuG4Zbw7

## Hotel Demand Indicators

**ADR Impact Index:** 7.9x 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:** 7,273 across all properties

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

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