

Serie B - Amazonas vs Avaí

DATE: Monday, August 25, 2025
LOCATION: Florianópolis, Santa Catarina, BR

Event Description

Serie B - Amazonas vs Avaí is a premier sports event in Florianópolis, Santa Catarina. 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: 64/100

Expected Attendance: 5,056 people

Event ID: 58zoe3XqZFaTKi6XYW

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: 2,022 across all properties

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