

# Serie B - Avaí vs Vila Nova

DATE: Saturday, November 8, 2025

LOCATION: Goiânia, Goiás, BR

## Event Description

Serie B - Avaí vs Vila Nova is a premier sports event in Goiânia. 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:** 54/100

**Expected Attendance:** 1,627 people

**Event ID:** Ey2ZznPShCk8ta7f3G

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 651 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/serie-b-ava-vs-vila-nova>

Document generated on 6/4/2026, 12:49:41 AM