

# Serie B - Criciúma vs Cuiabá

DATE: Sunday, November 23, 2025  
LOCATION: Verdão, Mato Grosso, BR

## Event Description

Serie B - Criciúma vs Cuiabá is a premier sports event in Verdão. 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:** 77/100

**Expected Attendance:** 23,598 people

**Event ID:** 6gJtjJ3dDya7sicLY

## Hotel Demand Indicators

**ADR Impact Index:** 8.0x baseline (varies by property tier & location)

**Occupancy Impact:** +62 percentage points over baseline

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

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 9,439 across all properties

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