

# Serie B - Cuiabá vs Botafogo SP

DATE: Sunday, October 19, 2025  
LOCATION: Ribeirão Preto, São Paulo, BR

## Event Description

Serie B - Cuiabá vs Botafogo SP is a premier sports event in Ribeirão Preto, São Paulo. 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:** 58/100

**Expected Attendance:** 2,422 people

**Event ID:** 5Vk7vjAitDTrwcLGsG

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 969 across all properties

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