

# Serie B - Ferroviária vs CRB

DATE: Monday, October 13, 2025  
LOCATION: Maceió, State of Alagoas, BR

## Event Description

Serie B - Ferroviária vs CRB is a premier sports event in Maceió. 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:** 69/100

**Expected Attendance:** 8,929 people

**Event ID:** HtbJc8MYN9DuqAAxbf

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,572 across all properties

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