

Serie B - Novorizontino vs Goiás

DATE: Sunday, November 16, 2025

LOCATION: Goiânia, Goiás, BR

Event Description

Serie B - Novorizontino vs Goiás 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: 64/100

Expected Attendance: 4,867 people

Event ID: 6eJ5Z2MUPb2C9mGZVq

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: 1,947 across all properties

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