

Serie B - Operário PR vs Novorizontino

DATE: Sunday, October 12, 2025
LOCATION: Novo Horizonte, São Paulo, BR

Event Description

Serie B - Operário PR vs Novorizontino is a premier sports event in Novo Horizonte. 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: 53/100

Expected Attendance: 1,437 people

Event ID: CujFc9T23MqM4EHqSL

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 575 across all properties

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

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