

Serie C - Floresta vs Figueirense

DATE: Saturday, August 23, 2025
LOCATION: Florianópolis, Santa Catarina, BR

Event Description

Serie C - Floresta vs Figueirense is a premier sports event in Florianópolis. 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: 73/100

Expected Attendance: 14,795 people

Event ID: 3yLwUmJGZHf3ezscX9

Hotel Demand Indicators

ADR Impact Index: 7.7x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 5,918 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/serie-c-floresta-vs-figueirense>

Document generated on 6/4/2026, 4:54:59 AM