

Serie D - 8th Finals - Central vs Maranhão

DATE: Saturday, August 16, 2025
LOCATION: São Luís, Maranhão, BR

Event Description

Serie D - 8th Finals - Central vs Maranhão is a premier sports event in São Luís. 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: 48/100

Expected Attendance: 816 people

Event ID: 6nB4zqFQYEvN9q8buJ

Hotel Demand Indicators

ADR Impact Index: 5.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 326 across all properties

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