

Serie D - 8th Finals - Cianorte vs Mixto

DATE: Saturday, August 23, 2025
LOCATION: Cuiabá, Mato Grosso, BR

Event Description

Serie D - 8th Finals - Cianorte vs Mixto is a premier sports event in Cuiabá. 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: 62/100

Expected Attendance: 4,100 people

Event ID: C3rJKT9bK8pDe7tStx

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,640 across all properties

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