

Serie D - Finals - Santa Cruz vs Barra

DATE: Saturday, October 4, 2025
LOCATION: Itajaí, Santa Catarina, BR

Event Description

Serie D - Finals - Santa Cruz vs Barra is a premier sports event in Itajaí, Santa Catarina. 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: 5,238 people

Event ID: 8kyYYfVMc2eFf8sXkc

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: 2,095 across all properties

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