

Superliga - Guarulhos vs Monte Carmelo

DATE: Thursday, November 20, 2025

LOCATION: Monte Carmelo, BR

Event Description

Superliga - Guarulhos vs Monte Carmelo is a premier sports event in Monte Carmelo. 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: 45/100

Expected Attendance: 562 people

Event ID: CXZ2xJWqq4doFKWf5r

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 225 across all properties

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