

# Superliga - Suzano vs Cruzeiro

DATE: Saturday, November 22, 2025  
LOCATION: Riacho das Pedras, Minas Gerais, BR

## Event Description

Superliga - Suzano vs Cruzeiro is a premier sports event in Riacho das Pedras. 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:** 9csGpTnY7AtS9P2M25

## 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.*