

1ª CORRIDA DA CASA DA SOGRA 5K

DATE: Sunday, November 16, 2025
LOCATION: Nova Brasília, Rondônia, BR

Event Description

1ª CORRIDA DA CASA DA SOGRA 5K is a premier sports event in Nova Brasília. 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: 50/100

Expected Attendance: 10,000 people

Event ID: CgP7Mhi7aP5ZPK8fCb

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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