

# 10ª CORRE SÃO SILVESTRE DA VIRADA

DATE: Sunday, December 28, 2025  
LOCATION: Jardim São Luís, São Paulo, BR

## Event Description

10ª CORRE SÃO SILVESTRE DA VIRADA is a premier sports event in Jardim São Luís. 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:** DZoK6xUiLyCPhEjs48

## 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.*