

# 2ª APAE RUN PILAR DO SUL - 2025

DATE: Sunday, September 28, 2025  
LOCATION: PINHEIROS, São Paulo, BR

---

## Event Description

2ª APAE RUN PILAR DO SUL - 2025 is a premier sports event in PINHEIROS. 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:** GzT78oFqjdRS2PDTF8

## 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.*

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/2-apae-run-pilar-do-sul-2025>

Document generated on 6/4/2026, 4:20:09 AM