

32º RACE & FRIENDS FESTIVAL AUTÓDROMO DE INTERLAGOS -PASSEIO NA PISTA-EXPOCARS-RALLY DE REGULARIDADE

DATE: Sunday, December 28, 2025
LOCATION: Interlagos, São Paulo, BR

Event Description

32º RACE & FRIENDS FESTIVAL AUTÓDROMO DE INTERLAGOS -PASSEIO NA PISTA-EXPOCARS-RALLY DE REGULARIDADE is a premier sports event in Interlagos. 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: 7JoJ23eJKt498NVETn

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.