

4° Corrida de São Sebastião

DATE: Sunday, January 18, 2026
LOCATION: Nações Unidas, Minas Gerais, BR

Event Description

4° Corrida de São Sebastião is a premier sports event in Nações Unidas. 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: 6HyizQNJs2JT3Fmr4k

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.