

Basketball Champions League Americas - Group Stage - Instituto vs Franca

DATE: Friday, January 16, 2026
LOCATION: Franca, BR

Event Description

Basketball Champions League Americas - Group Stage - Instituto vs Franca is a premier sports event in Franca. 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: 60/100

Expected Attendance: 3,199 people

Event ID: 4jf83HHQhA8qvQ7ey6

Hotel Demand Indicators

ADR Impact Index: 6.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,280 across all properties

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