

Basketball Champions League Americas - Group Stage - Obras Sanitarias vs Flamengo

DATE: Saturday, January 17, 2026

LOCATION: Rio de Janeiro, BR

Event Description

Basketball Champions League Americas - Group Stage - Obras Sanitarias vs Flamengo is a premier sports event in Rio de Janeiro. 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: 3,005 people

Event ID: 5sHh3wJMnSrnMkZWkd

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: 1,202 across all properties

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