

Brazil 135 Ultramarathon

DATE: Thursday, January 8, 2026
LOCATION: Centro, São Paulo, BR

Event Description

Brazil 135 Ultramarathon is a premier sports event in Centro. 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: 37/100

Expected Attendance: 222 people

Event ID: 5fcvmJSN3pfC2gTNkL

Hotel Demand Indicators

ADR Impact Index: 4.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 89 across all properties

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