

CORRIDA DA VIRADA 2025 PQ DO POVO

DATE: Sunday, December 28, 2025
LOCATION: Chácara Itaim, São Paulo, BR

Event Description

CORRIDA DA VIRADA 2025 PQ DO POVO is a premier sports event in Chácara Itaim. 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: 7vMcWmsaA7uDb4YYQY

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.