

# Corrida pela cidadania

DATE: Sunday, December 14, 2025

LOCATION: State of São Paulo, BR

## Event Description

Corrida pela cidadania is a premier sports event in the region. 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:** 41/100

**Expected Attendance:** 335 people

**Event ID:** 6zzj3o2EpD243HemCH

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 134 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/corrida-pela-cidadania>

Document generated on 6/4/2026, 12:19:51 AM