

Fla Run

DATE: Saturday, November 8, 2025
LOCATION: Jardim Meriti, Rio de Janeiro, BR

Event Description

Fla Run is a premier sports event in Jardim Meriti. 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: 45/100

Expected Attendance: 547 people

Event ID: 5ZGowUZXLYk2kUf9rq

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 219 across all properties

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