

HalloRun 8,4 K

DATE: Thursday, October 30, 2025
LOCATION: Santa Cecilia, São Paulo, BR

Event Description

HalloRun 8,4 K is a premier sports event in Santa Cecilia. 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: HxAkr3Vdvwy9ixrcWE

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.
