

# Liga SudAmericana - Group Stage - Importadora Alvarado vs Defensor Sporting

DATE: Sunday, October 26, 2025  
LOCATION: Sao Paulo, BR

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## Event Description

Liga SudAmericana - Group Stage - Importadora Alvarado vs Defensor Sporting is a premier sports event in Sao Paulo. 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:** 59/100

**Expected Attendance:** 2,772 people

**Event ID:** AHH66yv7PwSHADLz9Y

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,109 across all properties

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