

Maratona de Sorocaba Rede Bom Lugar

DATE: Saturday, November 29, 2025
LOCATION: Jardim Maria do Carmo, São Paulo, BR

Event Description

Maratona de Sorocaba Rede Bom Lugar is a premier sports event in Jardim Maria do Carmo. 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: 33/100

Expected Attendance: 145 people

Event ID: Bh9Lrgco4592mFQcfi

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 58 across all properties

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