

Maraturismo noturno 8K

DATE: Thursday, August 14, 2025
LOCATION: Vila Clementino, São Paulo, BR

Event Description

Maraturismo noturno 8K is a premier sports event in Vila Clementino. 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: GWJR4d3CbyYmYjdJ7y

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.