

MASP 9K

DATE: Saturday, September 13, 2025
LOCATION: Bela Vista, São Paulo, BR

Event Description

MASP 9K is a premier sports event in Bela Vista. 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: 57Kfhqt7L2Q9T4axnS

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.