

# NBB - Bauru vs Franca

DATE: Saturday, December 20, 2025

LOCATION: Franca, BR

## Event Description

NBB - Bauru vs Franca is a premier sports event in Franca. 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:** 66/100

**Expected Attendance:** 6,148 people

**Event ID:** E2NB5qR2JeiEotzUSV

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x 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:** 2,459 across all properties

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