

NBB - Bauru vs União Corinthians

DATE: Wednesday, January 21, 2026

LOCATION: Santa Cruz do Sul, BR

Event Description

NBB - Bauru vs União Corinthians is a premier sports event in Santa Cruz do Sul. 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: 2,685 people

Event ID: 77BqYxARmSsKsohie6

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: 1,074 across all properties

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