

NBB - Brasília vs São José

DATE: Wednesday, December 10, 2025

LOCATION: São José dos Campos, BR

Event Description

NBB - Brasília vs São José is a premier sports event in São José dos Campos. 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: 57/100

Expected Attendance: 2,233 people

Event ID: DeoDWiN8TK9MyRxnnV

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 893 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/nbb-braslia-vs-so-jos>

Document generated on 6/3/2026, 11:10:59 PM