NBB - Cruzeiro vs Rio Claro

DATE: Wednesday, November 12, 2025
LOCATION: São Paulo, BR

Event Description

NBB - Cruzeiro vs Rio Claro is a premier sports event in the region. 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: 56/100
Expected Attendance: 1,971 people
Event ID: 5YYCX9dAHqMyzpnBQz

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: 788 across all properties

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