

NBB - Franca vs Unifacisa

DATE: Thursday, November 20, 2025

LOCATION: Campina Grande, BR

Event Description

NBB - Franca vs Unifacisa is a premier sports event in Campina Grande. 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: 1,940 people

Event ID: 54y9ds52S8oFG8cocZ

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: 776 across all properties

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