

NBB - Franca vs União Corinthians

DATE: Monday, January 19, 2026
LOCATION: Santa Cruz do Sul, BR

Event Description

NBB - Franca 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: 2,782 people

Event ID: nGBgmrwzXNZrX5FUUf

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: 1,113 across all properties

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