

NBB - Minas vs Mogi das Cruzes

DATE: Saturday, January 10, 2026
LOCATION: Mogi das Cruzes, São Paulo, BR

Event Description

NBB - Minas vs Mogi das Cruzes is a premier sports event in Mogi das Cruzes. 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: 63/100

Expected Attendance: 4,272 people

Event ID: 4XeqX7T8HM6B2Rzrao

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,709 across all properties

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