

# NBB - Osasco vs Franca

DATE: Thursday, January 8, 2026

LOCATION: Franca, BR

## Event Description

NBB - Osasco vs Franca is a premier sports event in Franca. 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:** 62/100

**Expected Attendance:** 4,192 people

**Event ID:** Ciju5SJLTcGKM4rLg9

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x 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:** 1,677 across all properties

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

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<https://becircadian.com/events/nbb-osasco-vs-franca>

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