

# NBB - Paulistano vs União Corinthians

DATE: Wednesday, February 11, 2026

LOCATION: Santa Cruz do Sul, BR

## Event Description

NBB - Paulistano 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:** 2,781 people

**Event ID:** XKt43yiqiC2oCkbrvZ

## 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:** 1,112 across all properties

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