

NBB - Pinheiros vs Bauru

DATE: Monday, January 12, 2026
LOCATION: Bauru, State of São Paulo, BR

Event Description

NBB - Pinheiros vs Bauru is a premier sports event in Bauru. 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: 2,870 people

Event ID: 82LzBMNaPXGTNgL9Lc

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: 1,148 across all properties

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