

# NBB - Pinheiros vs Rio Claro

DATE: Saturday, October 18, 2025

LOCATION: São Paulo, BR

## Event Description

NBB - Pinheiros vs Rio Claro is a premier sports event in the region. 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:** 58/100

**Expected Attendance:** 2,524 people

**Event ID:** 7wTycxA8bBcr9K5A8M

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,010 across all properties

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