

# NBB - Rio Claro vs Franca

DATE: Monday, December 29, 2025

LOCATION: Franca, BR

## Event Description

NBB - Rio Claro 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:** 63/100

**Expected Attendance:** 4,681 people

**Event ID:** 3WJYbLkMR5hYbCMHym

## 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:** 1,872 across all properties

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