

NBB - São José vs Bauru

DATE: Wednesday, December 3, 2025
LOCATION: Bauru, State of São Paulo, BR

Event Description

NBB - São José 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: 58/100

Expected Attendance: 2,643 people

Event ID: 6y6fG5i7a6QXJzvXHA

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: 1,057 across all properties

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