

# NBB - São José vs Franca

DATE: Friday, December 5, 2025

LOCATION: Franca, BR

## Event Description

NBB - São José 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:** 65/100

**Expected Attendance:** 5,620 people

**Event ID:** ETAv75Pg8xtgVeycEH

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,248 across all properties

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

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<https://becircadian.com/events/nbb-so-jos-vs-franca>

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