

# NBB - São José vs Pinheiros

DATE: Tuesday, December 23, 2025

LOCATION: Sao Paulo, BR

## Event Description

NBB - São José vs Pinheiros is a premier sports event in Sao Paulo. 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:** 50/100

**Expected Attendance:** 1,000 people

**Event ID:** CPH5dS7uTjvSE8xiLj

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 400 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

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

Document generated on 6/4/2026, 2:03:29 AM