

NBB - Vasco da Gama vs Brasília

DATE: Saturday, February 7, 2026
LOCATION: Brasília, Distrito Federal, BR

Event Description

NBB - Vasco da Gama vs Brasília is a premier sports event in Brasília. 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: 68/100

Expected Attendance: 8,150 people

Event ID: BSEi3VrF86LTtivThu

Hotel Demand Indicators

ADR Impact Index: 7.3x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,260 across all properties

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

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