

Run For Life - Rosa & Azul

DATE: Saturday, November 29, 2025

LOCATION: Itaquera, São Paulo, BR

Event Description

Run For Life - Rosa & Azul is a premier sports event in Itaquera. 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: 10,000 people

Event ID: ASKY4g72hHvAmAFsX8

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 4,000 across all properties

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

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<https://becircadian.com/events/run-for-life-rosa-azul>

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