

# Serie C - Promotion Round - Guarani SP vs Ponte Preta

DATE: Saturday, October 11, 2025  
LOCATION: Campinas, São Paulo, BR

## Event Description

Serie C - Promotion Round - Guarani SP vs Ponte Preta is a premier sports event in Campinas. 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:** 75/100  
**Expected Attendance:** 17,363 people  
**Event ID:** BnpowdgRDGQ8PPohHH

## Hotel Demand Indicators

**ADR Impact Index:** 7.9x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 90 days before event  
**Impact Radius:** 25km from venue  
**Estimated Room Nights:** 6,945 across all properties

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