

# Severe Delays - Sao Jose dos Campos Airport (SJK)

DATE: Friday, August 15, 2025  
LOCATION: Sao Jose dos Campos, BR

## Event Description

Severe Delays - Sao Jose dos Campos Airport (SJK) is a premier airport-delays event in Sao Jose dos Campos. 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:** airport-delays

**Importance Rank:** 90/100

**Expected Attendance:** 10,000 people

**Event ID:** 6VPK8jtLwKivRZBRtu

## Hotel Demand Indicators

**ADR Impact Index:** 9.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 180 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.*