

Superliga - Guarulhos vs SESI

DATE: Saturday, December 13, 2025
LOCATION: Vila Triagem, São Paulo, BR

Event Description

Superliga - Guarulhos vs SESI is a premier sports event in Vila Triagem. 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: 58/100

Expected Attendance: 2,505 people

Event ID: q6npZSGdA4AzNjyJs8

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,002 across all properties

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