

# Superliga - Juiz de Fora vs Brasil Renata

DATE: Friday, December 12, 2025  
LOCATION: Campinas - SP, BR

## Event Description

Superliga - Juiz de Fora vs Brasil Renata is a premier sports event in Campinas - SP. 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:** 57/100

**Expected Attendance:** 2,180 people

**Event ID:** FwmcPSWfzriobdMHUH

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 872 across all properties

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