

# Superliga - Praia vs Suzano

DATE: Wednesday, November 26, 2025  
LOCATION: Jardim Imperador, São Paulo, BR

---

## Event Description

Superliga - Praia vs Suzano is a premier sports event in Jardim Imperador. 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:** 45/100

**Expected Attendance:** 562 people

**Event ID:** 8jQGEzsaqSpnbpqkA

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 225 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/superliga-praia-vs-suzano>

Document generated on 6/4/2026, 5:29:36 AM