

Superliga (W) - Itambé/Minas vs Sorocaba

DATE: Friday, December 19, 2025
LOCATION: Mangal, São Paulo, BR

Event Description

Superliga (W) - Itambé/Minas vs Sorocaba is a premier sports event in Mangal. 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: EXot6eYV2bP7ar3U5Z

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.