

Superliga (W) - Mackenzie vs Bauru

DATE: Saturday, October 25, 2025
LOCATION: Vila Triagem, São Paulo, BR

Event Description

Superliga (W) - Mackenzie vs Bauru 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: 61/100

Expected Attendance: 3,483 people

Event ID: DNU8cEUmbDpNY96RLV

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,393 across all properties

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