

The Amazon Ultra Trail

DATE: Saturday, November 1, 2025
LOCATION: São José Operário, Amazonas, BR

Event Description

The Amazon Ultra Trail is a premier sports event in São José Operário. 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: 39/100

Expected Attendance: 284 people

Event ID: HsDpNnkgFL7Lo2HMMQ

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 114 across all properties

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