

# Track Day, Time Attack e Passeio em Interlagos (Sábado - 17.01.26)

DATE: Saturday, January 17, 2026  
LOCATION: Vila Santa Maria, São Paulo, BR

## Event Description

Track Day, Time Attack e Passeio em Interlagos (Sábado - 17.01.26) is a premier sports event in Vila Santa Maria. 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:** 50/100

**Expected Attendance:** 10,000 people

**Event ID:** 9AaTi45wL3U7kbX6xe

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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