

# Treinão de Lançamento - Skechers Aero Spark

DATE: Saturday, September 13, 2025  
LOCATION: Vila Mariana, São Paulo, BR

## Event Description

Treinão de Lançamento - Skechers Aero Spark is a premier sports event in Vila Mariana. 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:** 4WFgRTNfEYEr4ZmZkA

## 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.*