

Ultra BM

DATE: Saturday, October 18, 2025
LOCATION: Praia Brava, São Paulo, BR

Event Description

Ultra BM is a premier sports event in Praia Brava. 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: 34/100

Expected Attendance: 150 people

Event ID: HiDyRbbiPSaLJCjQnY

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 60 across all properties

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