

# Ultramaratona de Indaiatuba

DATE: Saturday, February 7, 2026  
LOCATION: Jardim Pompeia, São Paulo, BR

## Event Description

Ultramaratona de Indaiatuba is a premier sports event in Jardim Pompeia. 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:** 32/100

**Expected Attendance:** 123 people

**Event ID:** AqGmnAJQ2j3L4ovrFP

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 49 across all properties

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