

# Brasileiro U20 A - Semi-finals - Athletico PR U20 vs RB Bragantino U20

DATE: Friday, August 15, 2025  
LOCATION: Vila Municipal, São Paulo, BR

## Event Description

Brasileiro U20 A - Semi-finals - Athletico PR U20 vs RB Bragantino U20 is a premier sports event in Vila Municipal. 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:** 65/100

**Expected Attendance:** 5,792 people

**Event ID:** HEs6VgJBkWyRBEPXpm

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

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

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,317 across all properties

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