

Copa Paulista - 1st Round - Portuguesa Santista vs São José EC

DATE: Saturday, August 16, 2025
LOCATION: São José dos Campos, São Paulo, BR

Event Description

Copa Paulista - 1st Round - Portuguesa Santista vs São José EC is a premier sports event in São José dos Campos. 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: 40/100

Expected Attendance: 316 people

Event ID: v7QaU669pWzAbY8Rv2

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 126 across all properties

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