

Copa Paulista - 1st Round - Primavera SP vs São Bento

DATE: Saturday, August 16, 2025
LOCATION: Sorocaba, São Paulo, BR

Event Description

Copa Paulista - 1st Round - Primavera SP vs São Bento is a premier sports event in Sorocaba. 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: 49/100

Expected Attendance: 855 people

Event ID: 4UVrTr72tFo8JvS9pt

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 342 across all properties

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