

Copa Paulista - 8th Finals - Monte Azul vs Francana

DATE: Sunday, August 24, 2025
LOCATION: São José, São Paulo, BR

Event Description

Copa Paulista - 8th Finals - Monte Azul vs Francana is a premier sports event in São José. 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: 48/100

Expected Attendance: 759 people

Event ID: EzLSa3ucVou6RmHeeS

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 304 across all properties

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