

# Copa Paulista - Quarter-finals - Primavera SP vs União São João

DATE: Friday, September 12, 2025  
LOCATION: Araras, São Paulo, BR

## Event Description

Copa Paulista - Quarter-finals - Primavera SP vs União São João is a premier sports event in Araras, São Paulo. 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:** 47/100

**Expected Attendance:** 719 people

**Event ID:** 4RJDcsFiJTAHmc4EwF

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 288 across all properties

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