

Copa Paulista Women - Taça - 1st Phase - Centro Olímpico vs Rio Branco SP

DATE: Saturday, September 27, 2025
LOCATION: Americana, São Paulo, BR

Event Description

Copa Paulista Women - Taça - 1st Phase - Centro Olímpico vs Rio Branco SP is a premier sports event in Americana. 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: 63/100

Expected Attendance: 4,564 people

Event ID: Fgrn7PBqoCVJG3mcDJ

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,826 across all properties

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