

# Copa Paulista Women - Taça - 1st Phase - São Bento vs Centro Olímpico

DATE: Sunday, September 21, 2025  
LOCATION: São Paulo, São Paulo, BR

## Event Description

Copa Paulista Women - Taça - 1st Phase - São Bento vs Centro Olímpico is a premier sports event in São Paulo, 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:** 57/100

**Expected Attendance:** 2,370 people

**Event ID:** FPCYpeMvpSFBRp8da4

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 948 across all properties

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