

Paulista - 1st Phase - Bauru vs Franca

DATE: Friday, August 22, 2025

LOCATION: Franca, BR

Event Description

Paulista - 1st Phase - Bauru vs Franca is a premier sports event in Franca. 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: 60/100

Expected Attendance: 3,032 people

Event ID: CSzzPsWdz5NV8vu7CX

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,213 across all properties

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