

Paulista - 1st Phase - Franca vs Osasco

DATE: Saturday, August 16, 2025
LOCATION: Mogi das Cruzes, São Paulo, BR

Event Description

Paulista - 1st Phase - Franca vs Osasco is a premier sports event in Mogi das Cruzes. 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: 56/100

Expected Attendance: 1,887 people

Event ID: Hf6mhTFwYdigPEiAE3

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: 755 across all properties

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