

# Paulista - 1st Phase - São José vs Pinheiros

DATE: Friday, August 22, 2025  
LOCATION: Sao Paulo, BR

## Event Description

Paulista - 1st Phase - São José vs Pinheiros is a premier sports event in Sao 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:** 50/100

**Expected Attendance:** 1,000 people

**Event ID:** aJWT7Es7t8C6e4mdTX

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 400 across all properties

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