

# Paulista - 2nd Phase - Franca vs Mogi das Cruzes

DATE: Thursday, September 18, 2025  
LOCATION: Mogi das Cruzes, São Paulo, BR

## Event Description

Paulista - 2nd Phase - Franca vs Mogi das Cruzes 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:** 55/100

**Expected Attendance:** 1,764 people

**Event ID:** 5h2fhyePZWqegtyu6

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 706 across all properties

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