

# Paulista U20 - 16th Finals - Mauá U20 vs São Paulo U20

DATE: Friday, September 12, 2025  
LOCATION: Cotia, São Paulo, BR

## Event Description

Paulista U20 - 16th Finals - Mauá U20 vs São Paulo U20 is a premier sports event in Cotia, 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:** 54/100

**Expected Attendance:** 1,500 people

**Event ID:** NjsVzbShjXQKCRqJGe

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 600 across all properties

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