

# Paulista U20 - 16th Finals - Santos U20 vs Portuguesa Santista U20

DATE: Friday, September 5, 2025  
LOCATION: Santos, São Paulo, BR

## Event Description

Paulista U20 - 16th Finals - Santos U20 vs Portuguesa Santista U20 is a premier sports event in Santos. 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:** 61/100

**Expected Attendance:** 3,743 people

**Event ID:** CWf2wwUCE4fafZ4o5y

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,497 across all properties

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