

# Paulista U20 - 16th Finals - São Caetano U20 vs Ituano U20

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

## Event Description

Paulista U20 - 16th Finals - São Caetano U20 vs Ituano U20 is a premier sports event in Itu, 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:** 56/100

**Expected Attendance:** 1,918 people

**Event ID:** 7k5jhtUMKt5sPDkAn7

## 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:** 767 across all properties

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