

Paulista U20 - Jandira U20 vs Sorocaba U20

DATE: Monday, September 1, 2025
LOCATION: Sorocaba, São Paulo, BR

Event Description

Paulista U20 - Jandira U20 vs Sorocaba U20 is a premier sports event in Sorocaba. 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: 1,983 people

Event ID: 3jUfq9MMWvqkC6yUjJ

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: 793 across all properties

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