

Paulista (W) - 1st Phase - Santo André vs Corinthians

DATE: Wednesday, August 27, 2025
LOCATION: Sao Paulo, BR

Event Description

Paulista (W) - 1st Phase - Santo André vs Corinthians is a premier sports event in Sao 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: 59/100

Expected Attendance: 2,984 people

Event ID: GxFrjhhGKi8Nv5wVJn

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,194 across all properties

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