

Paulista (W) - 1st Phase - Taubaté vs Corinthians

DATE: Friday, September 19, 2025
LOCATION: Sao Paulo, BR

Event Description

Paulista (W) - 1st Phase - Taubaté 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: 60/100

Expected Attendance: 3,181 people

Event ID: PRAd5AEUg4jn6n554V

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,272 across all properties

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