

# Paulista (W) - 1st Phase - Taubaté vs Santo André

DATE: Saturday, September 6, 2025  
LOCATION: Jardim, São Paulo, BR

## Event Description

Paulista (W) - 1st Phase - Taubaté vs Santo André is a premier sports event in Jardim. 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:** 45/100

**Expected Attendance:** 562 people

**Event ID:** GrpJFonwQvDNUHNgcw

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 225 across all properties

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