

# Paulista (W) - 1st Phase - Taubaté vs Sorocaba

DATE: Wednesday, October 1, 2025  
LOCATION: Sorocaba, São Paulo, BR

## Event Description

Paulista (W) - 1st Phase - Taubaté vs Sorocaba 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:** 1,928 people

**Event ID:** Bj6M3whhf5i5BTYSGj

## 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:** 771 across all properties

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