

# Paulista (W) - 1st Phase - Unimed Campinas vs Araraquara

DATE: Tuesday, September 30, 2025  
LOCATION: Jardim Floridiana (Vila Xavier), São Paulo, BR

## Event Description

Paulista (W) - 1st Phase - Unimed Campinas vs Araraquara is a premier sports event in Jardim Floridiana (Vila Xavier). 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:** 9AEMLSqrWJZNm6ZWzf

## 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.*