

# Paulista (W) - 2nd Phase - Araraquara vs Unimed Campinas

DATE: Friday, October 17, 2025  
LOCATION: Campinas, BR

## Event Description

Paulista (W) - 2nd Phase - Araraquara vs Unimed Campinas is a premier sports event in Campinas. 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:** 57/100

**Expected Attendance:** 2,144 people

**Event ID:** FsCgeCZ6UhydPB7Y3r

## 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:** 858 across all properties

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