

Paulista (W) - 2nd Phase - Santo André vs Araraquara

DATE: Friday, October 10, 2025
LOCATION: Jardim Floridiana (Vila Xavier), São Paulo, BR

Event Description

Paulista (W) - 2nd Phase - Santo André 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: 6NqJ7CdUNjKRAV3kW6

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.