

# Paulista Women - 1st Phase - Ferroviária vs Santos

DATE: Sunday, September 28, 2025  
LOCATION: Jundiaí, São Paulo, BR

## Event Description

Paulista Women - 1st Phase - Ferroviária vs Santos is a premier sports event in Jundiaí. 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:** 61/100

**Expected Attendance:** 3,415 people

**Event ID:** BxV3CMvCz48abkhEHo

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,366 across all properties

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