

# Paulista Women - 1st Phase - Palmeiras vs Santos

DATE: Thursday, November 13, 2025  
LOCATION: Diadema, São Paulo, BR

## Event Description

Paulista Women - 1st Phase - Palmeiras vs Santos is a premier sports event in Diadema. 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:** 58/100

**Expected Attendance:** 2,551 people

**Event ID:** zzNstvzr5aEkiA8rE8

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,020 across all properties

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