

# Paulista Women - 1st Phase - Santos vs Corinthians

DATE: Saturday, September 20, 2025  
LOCATION: São Paulo, São Paulo, BR

## Event Description

Paulista Women - 1st Phase - Santos vs Corinthians is a premier sports event in São Paulo, São Paulo. 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:** 64/100

**Expected Attendance:** 5,199 people

**Event ID:** DWVuMFACLSKghEVoxh

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 2,080 across all properties

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