

# Paulista Women - 1st Phase - Santos vs RB Bragantino

DATE: Sunday, November 16, 2025  
LOCATION: Santana de Parnaíba, São Paulo, BR

## Event Description

Paulista Women - 1st Phase - Santos vs RB Bragantino is a premier sports event in Santana de Parnaíba, 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:** 54/100

**Expected Attendance:** 1,550 people

**Event ID:** FarL2EFGK9rktmep3x

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 620 across all properties

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