

# Paulista Women - 1st Phase - São Paulo vs AERP

DATE: Thursday, November 13, 2025  
LOCATION: São José do Rio Preto, São Paulo, BR

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## Event Description

Paulista Women - 1st Phase - São Paulo vs AERP is a premier sports event in São José do Rio Preto, 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:** 1,617 people

**Event ID:** DkpHNwp9onKLUXFwWU

## 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:** 647 across all properties

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

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