

11^o Maid Café Day

DATE: Sunday, August 24, 2025

LOCATION: Sé, São Paulo, BR

Event Description

11^o Maid Café Day is a premier conferences event in Sé. 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: conferences

Importance Rank: 44/100

Expected Attendance: 504 people

Event ID: AU7J7Px8y9rsEuzL2K

Hotel Demand Indicators

ADR Impact Index: 5.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 202 across all properties

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