

17º Congresso de Marketing do Agro ABMRA

DATE: Thursday, September 18, 2025
LOCATION: Vila Cruzeiro, São Paulo, BR

Event Description

17º Congresso de Marketing do Agro ABMRA is a premier conferences event in Vila Cruzeiro. 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: 43/100

Expected Attendance: 473 people

Event ID: DnwfU7uSoAZzL3bhEc

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: 189 across all properties

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