

# 18º Concurso de Qualidade do Café do Circuito das Águas Paulista, Expo Café & Conexões, Dia de Campo

DATE: Friday, October 10, 2025  
LOCATION: Sol Nascente, São Paulo, BR

## Event Description

18º Concurso de Qualidade do Café do Circuito das Águas Paulista, Expo Café & Conexões, Dia de Campo is a premier conferences event in Sol Nascente. 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:** 42/100

**Expected Attendance:** 393 people

**Event ID:** 5o7u8vKLdxo6crrLKK

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 157 across all properties

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