

# 2° Feira de Vinhos da TDC - Itapetininga

DATE: Wednesday, September 24, 2025

LOCATION: Vila Nastro, São Paulo, BR

## Event Description

2° Feira de Vinhos da TDC - Itapetininga is a premier expos event in Vila Nastro. 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:** expos

**Importance Rank:** 46/100

**Expected Attendance:** 639 people

**Event ID:** 32nHBcmoccEqNFHhc

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 256 across all properties

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