

# 242º HAPPY HOUR PMI SÃO PAULO - COMEMORAÇÃO DOS 27 ANOS

DATE: Friday, September 19, 2025  
LOCATION: Vila Clementino, São Paulo, BR

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## Event Description

242º HAPPY HOUR PMI SÃO PAULO - COMEMORAÇÃO DOS 27 ANOS is a premier conferences event in Vila Clementino. 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:** 445 people

**Event ID:** CqoiyCpGPARJs6wRDo

## 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:** 178 across all properties

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

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