

# 3ª CARAVANA PLANTEC & INTELBRAS | INTERSOLAR

DATE: Wednesday, August 27, 2025  
LOCATION: São Paulo, São Paulo, BR

## Event Description

3ª CARAVANA PLANTEC & INTELBRAS | INTERSOLAR is a premier expos event in São Paulo. 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:** 55/100

**Expected Attendance:** 1,832 people

**Event ID:** 9SHTaftMUMjt7kBDFw

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 733 across all properties

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