

3ª Feira de Jerez Brasil | O maior encontro dedicado aos vinhos de Jerez no país

DATE: Saturday, November 1, 2025
LOCATION: Pinheiros, São Paulo, BR

Event Description

3ª Feira de Jerez Brasil | O maior encontro dedicado aos vinhos de Jerez no país is a premier expos event in Pinheiros. 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: 42/100

Expected Attendance: 376 people

Event ID: HmjFXtnoTDw9hNRWRj

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: 150 across all properties

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