

# 4° innovation collab Suzano & Marvinblue

DATE: Wednesday, October 22, 2025  
LOCATION: Vila Olímpia, São Paulo, BR

---

## Event Description

4° innovation collab Suzano & Marvinblue is a premier conferences event in Vila Olímpia. 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:** 29/100

**Expected Attendance:** 86 people

**Event ID:** 4qTQCh8Ze2VwbXKdBy

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 34 across all properties

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