

# 6ª edição - Encontro ANR

DATE: Tuesday, October 7, 2025  
LOCATION: Alto de Pinheiros, São Paulo, BR

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## Event Description

6ª edição - Encontro ANR is a premier conferences event in Alto de 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:** conferences

**Importance Rank:** 39/100

**Expected Attendance:** 289 people

**Event ID:** CW8J22xk3qKA96353g

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 116 across all properties

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

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