

8.8 Matrix Brasil

DATE: Friday, November 14, 2025
LOCATION: Vila Guilherme, São Paulo, BR

Event Description

8.8 Matrix Brasil is a premier conferences event in Vila Guilherme. 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: 42/100
Expected Attendance: 396 people
Event ID: 4znDvSfYS2us52Mbk5

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: 158 across all properties

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