

# A Bendita Feira Collab Arte que Cuida

DATE: Saturday, August 30, 2025  
LOCATION: Jardim Alto Rio Preto, São Paulo, BR

## Event Description

A Bendita Feira Collab Arte que Cuida is a premier expos event in Jardim Alto Rio Preto. 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:** 43/100

**Expected Attendance:** 429 people

**Event ID:** GtwL6j29HhsWd38Bx

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 172 across all properties

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