

ABRAFATI

DATE: Monday, September 22, 2025
LOCATION: Vila Água Funda, São Paulo, BR

Event Description

ABRAFATI is a premier expos event in Vila Água Funda. 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: 72/100

Expected Attendance: 13,000 people

Event ID: 6gPQBxQWHyC3q3MddS

Hotel Demand Indicators

ADR Impact Index: 7.6x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 5,200 across all properties

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