

ABRESJ Convida: Luiz Guilherme (K&K Burger) + Laura Apolinário e Christian Fernandes (iFood)

DATE: Tuesday, September 9, 2025
LOCATION: Bosque dos Eucaliptos, São Paulo, BR

Event Description

ABRESJ Convida: Luiz Guilherme (K&K Burger) + Laura Apolinário e Christian Fernandes (iFood) is a premier conferences event in Bosque dos Eucaliptos. 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: 38/100

Expected Attendance: 258 people

Event ID: 9MRF3qf9oxHx3mcNjw

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 103 across all properties

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