

Apex Masters Expos in Brasília, Brazil

DATE: Thursday, December 4, 2025
LOCATION: Rio Comprido, São Paulo, BR

Event Description

Apex Masters Expos in Brasília, Brazil is a premier expos event in Rio Comprido. 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: 58/100

Expected Attendance: 2,529 people

Event ID: Hi6xeQU9PwHWMink7X

Hotel Demand Indicators

ADR Impact Index: 6.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,012 across all properties

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