

# Bom dia Associado | Edição Setembro - Day 1: O Momento de Transformação com Rogério Martins

DATE: Friday, September 26, 2025  
LOCATION: Centro, São Paulo, BR

## Event Description

Bom dia Associado | Edição Setembro - Day 1: O Momento de Transformação com Rogério Martins is a premier conferences event in Centro. 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:** 29/100

**Expected Attendance:** 90 people

**Event ID:** 98XNXcvuNDpCaQdVE2

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 36 across all properties

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

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<https://becircadian.com/events/bom-dia-associado-edio-setembro-day-1-o-momento-de-transformao-com-rogrio-martins>

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