

COFFEE PARTY | IA PARA EXECUTIVOS

DATE: Monday, August 25, 2025
LOCATION: Jardim Santa Maria (Nova Veneza), São Paulo, BR

Event Description

COFFEE PARTY | IA PARA EXECUTIVOS is a premier conferences event in Jardim Santa Maria (Nova Veneza). 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: 32/100

Expected Attendance: 131 people

Event ID: BST4nUeXXNx8sD3bUb

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 52 across all properties

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