

# [Comestag] - Palestra: O Futuro Começa no Presente- Massa X

DATE: Monday, September 1, 2025  
LOCATION: Cidade Universitária, São Paulo, BR

## Event Description

[Comestag] - Palestra: O Futuro Começa no Presente- Massa X is a premier conferences event in Cidade Universitária. 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:** 27/100

**Expected Attendance:** 67 people

**Event ID:** 33fkNQiyaN5TcKZszQ

## Hotel Demand Indicators

**ADR Impact Index:** 3.8x 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:** 27 across all properties

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