

Conexion 2025 - O novo mercado digital

DATE: Wednesday, October 22, 2025
LOCATION: Vila Mariana, São Paulo, BR

Event Description

Conexion 2025 - O novo mercado digital is a premier conferences event in Vila Mariana. 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: 43/100

Expected Attendance: 469 people

Event ID: ALfhUC2VmVAjaPYD9o

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 188 across all properties

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