

Conexão SETCESP - 19/08 - Noite Mexicana

DATE: Tuesday, August 19, 2025
LOCATION: Vila Maria, São Paulo, BR

Event Description

Conexão SETCESP - 19/08 - Noite Mexicana is a premier conferences event in Vila Maria. 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: 41/100

Expected Attendance: 343 people

Event ID: 5ELQ2ATcE3GsqDhiV2

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 137 across all properties

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