

DERM ON TOUR

DATE: Saturday, October 18, 2025
LOCATION: Pinheiros, São Paulo, BR

Event Description

DERM ON TOUR is a premier expos event in Pinheiros. 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: expos

Importance Rank: 54/100

Expected Attendance: 1,600 people

Event ID: 6p8RVb8YDF54vvrP9t

Hotel Demand Indicators

ADR Impact Index: 6.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 640 across all properties

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