

DESENVOLVE MULHER - Inauguração do Sebrae Aqui Mulher Sorocaba

DATE: Thursday, August 28, 2025
LOCATION: Alto da Boa Vista, São Paulo, BR

Event Description

DESENVOLVE MULHER - Inauguração do Sebrae Aqui Mulher Sorocaba is a premier conferences event in Alto da Boa Vista. 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: 34/100

Expected Attendance: 153 people

Event ID: CaXw8wvpcfycgk38bvk

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 61 across all properties

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