

# Desmarketize-se e o Novo Mercado

DATE: Tuesday, October 28, 2025  
LOCATION: Jardim dos Manacas, São Paulo, BR

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## Event Description

Desmarketize-se e o Novo Mercado is a premier conferences event in Jardim dos Manacas. 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:** 35/100

**Expected Attendance:** 181 people

**Event ID:** 4iVjc25ERNBZwTesER

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 72 across all properties

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

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Document generated on 6/4/2026, 5:49:46 AM