

# E-MOB

DATE: Tuesday, September 30, 2025

LOCATION: São Paulo, BR

---

## Event Description

E-MOB is a premier expos event in São Paulo. 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:** 69/100

**Expected Attendance:** 9,000 people

**Event ID:** 9WatTkWn4E2Zv7xYKj

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,600 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/e-mob>

Document generated on 6/3/2026, 8:07:59 PM