

Eco Expo Brasil (ehem. Waste Expo Brasil)

DATE: Monday, October 20, 2025
LOCATION: Vila Guilherme, São Paulo, BR

Event Description

Eco Expo Brasil (ehem. Waste Expo Brasil) is a premier expos event in Vila Guilherme. 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: 71/100

Expected Attendance: 11,264 people

Event ID: 6CKHSXRgmJTRa3RGzi

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 4,506 across all properties

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