

# Em tempos difíceis, aprenda a relaxar.

DATE: Wednesday, August 27, 2025  
LOCATION: Vila Augusta, São Paulo, BR

## Event Description

Em tempos difíceis, aprenda a relaxar. is a premier conferences event in Vila Augusta. 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:** 32/100

**Expected Attendance:** 130 people

**Event ID:** 8FyUfQctJoVv8zXcCZ

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 52 across all properties

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