

Encontro 2° Edição 500 empreendedores com Larissa Massuia + Workshop com Ben Zruel

DATE: Monday, November 10, 2025
LOCATION: Jardim Satélite, São Paulo, BR

Event Description

Encontro 2° Edição 500 empreendedores com Larissa Massuia + Workshop com Ben Zruel is a premier conferences event in Jardim Satélite. 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: 41/100

Expected Attendance: 354 people

Event ID: FgTGrNEuKZmDdKHtdh

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 142 across all properties

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