

# Encontro de Empresários da região da Estação Varginha

DATE: Wednesday, October 15, 2025  
LOCATION: Sítio Matsumura, São Paulo, BR

## Event Description

Encontro de Empresários da região da Estação Varginha is a premier conferences event in Sítio Matsumura. 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:** 36/100

**Expected Attendance:** 201 people

**Event ID:** EAedQMYMs3owR5TEBp

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 80 across all properties

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