

# ENCONTRO DE NEGÓCIOS COFEMA ATACADISTA ARAÇATUBA

DATE: Thursday, September 18, 2025  
LOCATION: Jardim Nova Yorque, São Paulo, BR

## Event Description

ENCONTRO DE NEGÓCIOS COFEMA ATAÇADISTA ARAÇATUBA is a premier conferences event in Jardim Nova Yorque. 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:** 50/100

**Expected Attendance:** 10,000 people

**Event ID:** HsV3m36SFhbytNu3Wz

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 4,000 across all properties

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