

Encontro Impulsário

DATE: Tuesday, September 23, 2025
LOCATION: Jardim Sao Carlos, São Paulo, BR

Event Description

Encontro Impulsário is a premier conferences event in Jardim Sao Carlos. 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: 34/100
Expected Attendance: 165 people
Event ID: 75qAg7sn2j6PysHRnH

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 66 across all properties

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