

# EQUIPOTEL/ALIMENTARIA

DATE: Monday, September 15, 2025  
LOCATION: Vila Água Funda, São Paulo, BR

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## Event Description

EQUIPOTEL/ALIMENTARIA is a premier expos event in Vila Água Funda. 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:** expos

**Importance Rank:** 73/100

**Expected Attendance:** 14,766 people

**Event ID:** DonCqbzSXTcaZZtJa7

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,906 across all properties

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

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Document generated on 6/4/2026, 12:12:38 AM