

# Expo Novas & Parties SP - Center North

DATE: Friday, October 17, 2025  
LOCATION: Vila Guilherme, São Paulo, BR

---

## Event Description

Expo Novas & Parties SP - Center North is a premier expos event in Vila Guilherme. 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:** 50/100

**Expected Attendance:** 1,000 people

**Event ID:** D2KBV4wsmonYJ65Pn9

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 400 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/expo-novas-parties-sp-center-north>

Document generated on 6/4/2026, 11:05:22 AM