

FARMA CONDE ARENA FIGHT

DATE: Saturday, January 24, 2026
LOCATION: Sao José Dos Campos, BR

Event Description

FARMA CONDE ARENA FIGHT is a premier conferences event in Sao José Dos Campos. 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: 42/100

Expected Attendance: 411 people

Event ID: t9d5RdVGnr8zn2E6TU

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 164 across all properties

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