

FEIRA DE FRANQUIAS, NEGÓCIOS E EMPREENDEDORISMO - GRANDE ABC

DATE: Tuesday, September 16, 2025
LOCATION: Parque Santo Antonio, São Paulo, BR

Event Description

FEIRA DE FRANQUIAS, NEGÓCIOS E EMPREENDEDORISMO - GRANDE ABC is a premier conferences event in Parque Santo Antonio. 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: 417 people

Event ID: 6cr29RwiewoNNDCZUzN

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: 167 across all properties

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