

# FEIRA DO EMPREENDEDOR MERCATTA 2025

DATE: Friday, December 5, 2025  
LOCATION: Jardim Shangri-La, São Paulo, BR

## Event Description

FEIRA DO EMPREENDEDOR MERCATTA 2025 is a premier expos event in Jardim Shangri-La. 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:** 44/100

**Expected Attendance:** 512 people

**Event ID:** FWDhu8xJhaM6WRogim

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 205 across all properties

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