

Feira EducationUSA 2025 | Brasília

DATE: Thursday, August 28, 2025
LOCATION: Asa Sul, Distrito Federal, BR

Event Description

Feira EducationUSA 2025 | Brasília is a premier expos event in Asa Sul. 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: 51/100

Expected Attendance: 1,144 people

Event ID: FiHjcS8fUaFD2QoQgM

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: 458 across all properties

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