

Feira EducationUSA 2025 | São Paulo

DATE: Tuesday, August 26, 2025
LOCATION: Jardim Paulista, São Paulo, BR

Event Description

Feira EducationUSA 2025 | São Paulo is a premier expos event in Jardim Paulista. 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: 52/100

Expected Attendance: 1,218 people

Event ID: F7ijjvsZR3JMoEhSQ6

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 487 across all properties

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