

# Foire Aux Vins São Paulo - 2a edição

DATE: Saturday, October 4, 2025  
LOCATION: Lapa de Baixo, São Paulo, BR

## Event Description

Foire Aux Vins São Paulo - 2a edição is a premier expos event in Lapa de Baixo. 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:** 45/100

**Expected Attendance:** 595 people

**Event ID:** CZc9BpjPf9yZ98P6Bu

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 238 across all properties

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