

# Forza Meeting - Horizon Drift ( Raposo Shopping )

DATE: Saturday, August 30, 2025  
LOCATION: Jardim Olympia, São Paulo, BR

## Event Description

Forza Meeting - Horizon Drift ( Raposo Shopping ) is a premier expos event in Jardim Olympia. 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:** 53/100

**Expected Attendance:** 1,355 people

**Event ID:** DKAASMriYQ86yoXMaq

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 542 across all properties

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