

Forza Meeting - Multiverso (Mais Shopping)

DATE: Sunday, September 28, 2025
LOCATION: Santo Amaro, São Paulo, BR

Event Description

Forza Meeting - Multiverso (Mais Shopping) is a premier expos event in Santo Amaro. 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: 46/100

Expected Attendance: 598 people

Event ID: FXLTjki3RwEN4T83a4

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 239 across all properties

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