

# GAME BUSINESS - Guarulhos

DATE: Friday, September 12, 2025  
LOCATION: Parque Renato Maia, São Paulo, BR

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## Event Description

GAME BUSINESS - Guarulhos is a premier conferences event in Parque Renato Maia. 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:** conferences

**Importance Rank:** 41/100

**Expected Attendance:** 339 people

**Event ID:** 9PQ9ut5kMjv7uQaJHP

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 136 across all properties

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