

Gartner CIO & IT Executive Summit

DATE: Monday, September 22, 2025

LOCATION: São Paulo, BR

Event Description

Gartner CIO & IT Executive Summit is a premier conferences event in São Paulo. 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: 44/100

Expected Attendance: 490 people

Event ID: C6xNk6HmW8NtqmtuX3

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 196 across all properties

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