

HAPPY HOUR PÓS MELI XP 24/09

DATE: Wednesday, September 24, 2025
LOCATION: Chácara Santo Antônio (Zona Sul), São Paulo, BR

Event Description

HAPPY HOUR PÓS MELI XP 24/09 is a premier conferences event in Chácara Santo Antônio (Zona Sul). 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: 39/100

Expected Attendance: 281 people

Event ID: 9rKUdaaEJDvCciwbVK

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 112 across all properties

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