

# Happy Hour - Secretariado

DATE: Friday, September 26, 2025  
LOCATION: Jardim Nova Yorque, São Paulo, BR

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## Event Description

Happy Hour - Secretariado is a premier community event in Jardim Nova Yorque. 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:** community

**Importance Rank:** 30/100

**Expected Attendance:** 100 people

**Event ID:** CoEcX7BedcRg5ZGdwo

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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