

HITS EXPERIENCE

DATE: Wednesday, September 17, 2025
LOCATION: Vila Guilherme, São Paulo, BR

Event Description

HITS EXPERIENCE is a premier conferences event in Vila Guilherme. 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: 38/100
Expected Attendance: 263 people
Event ID: J8YV6FNUZU2CYIMZUC

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 105 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/hits-experience>

Document generated on 6/4/2026, 2:52:58 AM