

in-cosmetics Latin America

DATE: Monday, September 22, 2025
LOCATION: Vila Guilherme, São Paulo, BR

Event Description

in-cosmetics Latin America is a premier expos 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: expos

Importance Rank: 66/100

Expected Attendance: 6,130 people

Event ID: 6WjPe8chTstjxP7ztx

Hotel Demand Indicators

ADR Impact Index: 7.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,452 across all properties

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

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