

# Inauguração da JOGARIUM - Aluguel de Jogos de Tabuleiro

DATE: Sunday, August 17, 2025  
LOCATION: Mooca, São Paulo, BR

## Event Description

Inauguração da JOGARIUM - Aluguel de Jogos de Tabuleiro is a premier expos event in Mooca. 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:** 45/100

**Expected Attendance:** 550 people

**Event ID:** 38dhAfNyCDDnepGjvE

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 220 across all properties

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