

Inauguração Freguesia dos Jogos

DATE: Saturday, October 4, 2025
LOCATION: Nossa Senhora do O, São Paulo, BR

Event Description

Inauguração Freguesia dos Jogos is a premier expos event in Nossa Senhora do O. 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: 545 people

Event ID: HuC7RYcdNQpm4kmbEv

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: 218 across all properties

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