

Innovation Day ISA Energia Brasil

DATE: Tuesday, October 14, 2025
LOCATION: Vila Olímpia, São Paulo, BR

Event Description

Innovation Day ISA Energia Brasil is a premier conferences event in Vila Olímpia. 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: 41/100

Expected Attendance: 340 people

Event ID: HqVFphRTGCh4ezaSuY

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 136 across all properties

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

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