

INTELIGÊNCIA EMPRESARIAL - Palestra & Networking em Sorocaba

DATE: Tuesday, September 9, 2025
LOCATION: Vila Augusta, São Paulo, BR

Event Description

INTELIGÊNCIA EMPRESARIAL - Palestra & Networking em Sorocaba is a premier conferences event in Vila Augusta. 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: 37/100

Expected Attendance: 217 people

Event ID: 69cwtMa2sp49DTpYXB

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 87 across all properties

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