

# Intersolar South America

DATE: Monday, August 25, 2025  
LOCATION: Vila Guilherme, São Paulo, BR

## Event Description

Intersolar South 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:** 19/100

**Expected Attendance:** 28 people

**Event ID:** A63iU8EbW6pxtf2w2o

## Hotel Demand Indicators

**ADR Impact Index:** 3.1x 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:** 11 across all properties

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