

InterTech Cana na EXPO Rio Preto

DATE: Wednesday, October 1, 2025
LOCATION: Distrito Industrial, São Paulo, BR

Event Description

InterTech Cana na EXPO Rio Preto is a premier conferences event in Distrito Industrial. 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: 42/100

Expected Attendance: 384 people

Event ID: md3PKf8wre3P5wLYps

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 154 across all properties

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