

IOB DAY 2025

DATE: Wednesday, September 17, 2025
LOCATION: Cidade Monções, São Paulo, BR

Event Description

IOB DAY 2025 is a premier conferences event in Cidade Monções. 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: 43/100

Expected Attendance: 458 people

Event ID: GYNrAjugxyJBQ3dpt3

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 183 across all properties

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