

Jornada do Enriquecimento - ABC Paulista

DATE: Saturday, September 20, 2025
LOCATION: Paraíso, São Paulo, BR

Event Description

Jornada do Enriquecimento - ABC Paulista is a premier conferences event in Paraíso. 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: 408 people

Event ID: roWcnKaYbzduJBxS39

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: 163 across all properties

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