

Jornada do Enriquecimento - Guarulhos

DATE: Saturday, October 18, 2025
LOCATION: Parque Renato Maia, São Paulo, BR

Event Description

Jornada do Enriquecimento - Guarulhos is a premier conferences event in Parque Renato Maia. 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: 41/100

Expected Attendance: 344 people

Event ID: 5wzPj2hJ6HnuXmP6vT

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 138 across all properties

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