

# Lançamento do Livro "Estratégias de Marketing Digital na Era da Inteligência Artificial"

DATE: Tuesday, September 2, 2025  
LOCATION: Vila Nova Conceição, São Paulo, BR

## Event Description

Lançamento do Livro "Estratégias de Marketing Digital na Era da Inteligência Artificial" is a premier conferences event in Vila Nova Conceição. 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:** 37/100

**Expected Attendance:** 232 people

**Event ID:** AXzHcjTbR8TGQScgFx

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 93 across all properties

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