

Lançamento Empreende 360

DATE: Saturday, September 6, 2025
LOCATION: Jardim Aquarius, São Paulo, BR

Event Description

Lançamento Empreende 360 is a premier conferences event in Jardim Aquarius. 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: 38/100

Expected Attendance: 249 people

Event ID: BUuB7UinMtQ6WSp45i

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 100 across all properties

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

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