

LEAN COFFEE - AGILE PEOPLE BRASIL - Esquenta Oficial do Scrum Gathering x Agile Brazil 2025

DATE: Saturday, August 30, 2025
LOCATION: Parque Taquaral, São Paulo, BR

Event Description

LEAN COFFEE - AGILE PEOPLE BRASIL - Esquenta Oficial do Scrum Gathering x Agile Brazil 2025 is a premier conferences event in Parque Taquaral. 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: 36/100

Expected Attendance: 211 people

Event ID: GwxrzYPLdgAHZWVWTW

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: 84 across all properties

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