

MARATONA DA INOVAÇÃO FERNANDO SEABRA - Convidada Larissa Ashiuchi

DATE: Saturday, September 20, 2025
LOCATION: Jardim Santa Helena, São Paulo, BR

Event Description

MARATONA DA INOVAÇÃO FERNANDO SEABRA - Convidada Larissa Ashiuchi is a premier conferences event in Jardim Santa Helena. 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: 43/100

Expected Attendance: 451 people

Event ID: ZN5ahoURDztNdHE8EG

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 180 across all properties

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