

Mega Artesanal 2025

DATE: Sunday, August 17, 2025
LOCATION: Vila Água Funda, São Paulo, BR

Event Description

Mega Artesanal 2025 is a premier expos event in Vila Água Funda. 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: expos

Importance Rank: 51/100

Expected Attendance: 1,113 people

Event ID: BubyZBGN8PCot8Vue3

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 445 across all properties

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