

Mind The Sec 2025

DATE: Tuesday, September 16, 2025
LOCATION: Santo Amaro, São Paulo, BR

Event Description

Mind The Sec 2025 is a premier conferences event in Santo Amaro. 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: 40/100

Expected Attendance: 300 people

Event ID: 98ZrCiS9jhT6TqHutD

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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