

Morumbi 03/10 Café de negócios e network Rede Mais Mulheres

DATE: Friday, October 3, 2025
LOCATION: Vila Andrade, São Paulo, BR

Event Description

Morumbi 03/10 Café de negócios e network Rede Mais Mulheres is a premier conferences event in Vila Andrade. 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: 316 people

Event ID: 3yevcnDSzYN7rP5K25

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: 126 across all properties

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