

Mulheres com Propósito - Guarulhos

DATE: Tuesday, September 30, 2025
LOCATION: Parque Renato Maia, São Paulo, BR

Event Description

Mulheres com Propósito - Guarulhos is a premier conferences event in Parque Renato Maia. 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: 37/100

Expected Attendance: 215 people

Event ID: GSBUgzEtC9C7jmuikR

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: 86 across all properties

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

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