

# MULHERES DE GROWTH: CASOS REAIS DE IA EM MARKETING E GROWTH

DATE: Thursday, September 11, 2025  
LOCATION: Lapa, São Paulo, BR

## Event Description

MULHERES DE GROWTH: CASOS REAIS DE IA EM MARKETING E GROWTH is a premier conferences event in Lapa. 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:** 236 people

**Event ID:** 3jGHZtwkP4mGG452L6

## 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:** 94 across all properties

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