

Oiweek ABX25

DATE: Wednesday, September 17, 2025
LOCATION: Vila da Saúde, São Paulo, BR

Event Description

Oiweek ABX25 is a premier conferences event in Vila da Saúde. 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: 43/100

Expected Attendance: 430 people

Event ID: BLUXwrbuC34X8sJ4n7

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 172 across all properties

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