

#PEM24 - Visibilidade e vendas: O segredo das marcas que crescem

DATE: Wednesday, October 22, 2025
LOCATION: Jardim das Perdizes, São Paulo, BR

Event Description

#PEM24 - Visibilidade e vendas: O segredo das marcas que crescem is a premier conferences event in Jardim das Perdizes. 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: 42/100

Expected Attendance: 386 people

Event ID: 32h8PYNE2NiSFSY3at

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 154 across all properties

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