

# POC Móvel da Omron na Strutech

DATE: Thursday, August 28, 2025  
LOCATION: Loteamento Industrial Coral, São Paulo, BR

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## Event Description

POC Móvel da Omron na Strutech is a premier expos event in Loteamento Industrial Coral. 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:** expos

**Importance Rank:** 52/100

**Expected Attendance:** 1,226 people

**Event ID:** GEzRGo9DkYV9DGyuJ6

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 490 across all properties

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

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