

# Reset Week - Palestra "Startups e Tecnologia: Como a Inovação está transformando a Saúde no Brasil"

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

## Event Description

Reset Week - Palestra "Startups e Tecnologia: Como a Inovação está transformando a Saúde no Brasil" is a premier conferences event in Vila Imperial. 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:** 28/100

**Expected Attendance:** 82 people

**Event ID:** 4h6jSDaqWJdmjhzofy

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 33 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/reset-week-palestra-startups-e-tecnologia-como-a-inovao-est-transformando-a-sade-no-brasil>

Document generated on 6/4/2026, 9:55:12 AM