

RETAIL MEDIA PHARMA

DATE: Friday, October 17, 2025
LOCATION: Alto da Lapa, São Paulo, BR

Event Description

RETAIL MEDIA PHARMA is a premier conferences event in Alto da 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: 41/100

Expected Attendance: 359 people

Event ID: BMvg7q6Bgff8rmgA4m

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 144 across all properties

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

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