

Rodada de Negócios - Ativar Negócios - Distrital Penha

DATE: Tuesday, September 16, 2025
LOCATION: Penha de França, São Paulo, BR

Event Description

Rodada de Negócios - Ativar Negócios - Distrital Penha is a premier conferences event in Penha de França. 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: 36/100

Expected Attendance: 208 people

Event ID: G7btP67RtNUbGyCuE

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 83 across all properties

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