

# Rodada de Negócios - Ativar Negócios - SEDE ACSP

DATE: Thursday, November 27, 2025  
LOCATION: Centro Histórico de São Paulo, São Paulo, BR

## Event Description

Rodada de Negócios - Ativar Negócios - SEDE ACSP is a premier conferences event in Centro Histórico de São Paulo. 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:** 39/100

**Expected Attendance:** 286 people

**Event ID:** BdBkWsm5FmxNhuWtQc

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 114 across all properties

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