

SETEMBRO AMARELO 2ª EDIÇÃO

DATE: Monday, September 15, 2025
LOCATION: Vila Santo Antonio, São Paulo, BR

Event Description

SETEMBRO AMARELO 2ª EDIÇÃO is a premier conferences event in Vila Santo Antonio. 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: 44/100

Expected Attendance: 530 people

Event ID: GKb9E6kEfpAk39iCp

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 212 across all properties

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