

# Tatuapé 27/11 Café de negócios e network Rede Mais Mulheres (

DATE: Thursday, November 27, 2025  
LOCATION: Vila Gomes Cardim, São Paulo, BR

## Event Description

Tatuapé 27/11 Café de negócios e network Rede Mais Mulheres ( is a premier conferences event in Vila Gomes Cardim. 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:** 40/100

**Expected Attendance:** 315 people

**Event ID:** 8Cr9G3VwCoo63ypspE

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 126 across all properties

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