

# Tema 1: Lei 14.967/24 - O impacto das novas regras - Tema 2: A Evolução do rastreamento: o fim do 2G

DATE: Tuesday, August 19, 2025  
LOCATION: Brooklin Novo, São Paulo, BR

## Event Description

Tema 1: Lei 14.967/24 - O impacto das novas regras - Tema 2: A Evolução do rastreamento: o fim do 2G is a premier conferences event in Brooklin Novo. 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:** 34/100

**Expected Attendance:** 165 people

**Event ID:** 5YTxkohBqdnGZQ8xpd

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 66 across all properties

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