

THE OPEN GROUP CONFERENCE BRAZIL TALKS 2025: Open Standards e IA

DATE: Monday, November 17, 2025
LOCATION: Pinheiros, São Paulo, BR

Event Description

THE OPEN GROUP CONFERENCE BRAZIL TALKS 2025: Open Standards e IA is a premier conferences event in Pinheiros. 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: 42/100

Expected Attendance: 413 people

Event ID: 58Vr2fHhePj22zmbWK

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 165 across all properties

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