

# To Be Exposed

DATE: Friday, November 14, 2025

LOCATION: São Paulo, BR

## Event Description

To Be Exposed is a premier expos event in 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:** expos

**Importance Rank:** 65/100

**Expected Attendance:** 5,317 people

**Event ID:** GQAh2xUHD7zDEFucpk

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,127 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/to-be-exposed>

Document generated on 6/4/2026, 3:02:49 AM