

# Tour Feira do Empreendedor 2025

DATE: Friday, October 17, 2025  
LOCATION: Vila da Saúde, São Paulo, BR

## Event Description

Tour Feira do Empreendedor 2025 is a premier expos event in Vila da Saúde. 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:** 45/100

**Expected Attendance:** 539 people

**Event ID:** 6fAC2WsYN6ydHvz4zG

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 216 across all properties

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