

Viva Bem - Cuidando de quem cuida

DATE: Sunday, September 21, 2025
LOCATION: Parque das Esmeraldas, São Paulo, BR

Event Description

Viva Bem - Cuidando de quem cuida is a premier conferences event in Parque das Esmeraldas. 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: 44/100

Expected Attendance: 493 people

Event ID: 3BjYqvzYFgYbKuSB78

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 197 across all properties

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