

# Wine RH SP | 11/9 | Kiaora

DATE: Thursday, September 11, 2025  
LOCATION: Vila Nova Conceição, São Paulo, BR

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## Event Description

Wine RH SP | 11/9 | Kiaora is a premier conferences event in Vila Nova Conceição. 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:** 39/100

**Expected Attendance:** 270 people

**Event ID:** AbATzm3Z5WphD7jsPQ

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 108 across all properties

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

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