

wire South America

DATE: Tuesday, October 28, 2025
LOCATION: Vila Água Funda, São Paulo, BR

Event Description

wire South America is a premier expos event in Vila Água Funda. 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: 68/100

Expected Attendance: 7,568 people

Event ID: SAY3TYMEZ4j47kmfqY

Hotel Demand Indicators

ADR Impact Index: 7.3x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,027 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/wire-south-america>

Document generated on 6/4/2026, 12:29:47 AM