

World Astro League 2025 - WAL

DATE: Sunday, August 31, 2025
LOCATION: Jardim Santa Cecilia, São Paulo, BR

Event Description

World Astro League 2025 - WAL is a premier expos event in Jardim Santa Cecilia. 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: 46/100

Expected Attendance: 618 people

Event ID: 4ynBRyBJXe6Fg3MgvJ

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 247 across all properties

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