

1º Encontro Empresarial do Partido NOVO Viçosa

DATE: Tuesday, September 16, 2025
LOCATION: Santo Antonio, Minas Gerais, BR

Event Description

1º Encontro Empresarial do Partido NOVO Viçosa is a premier conferences event in Santo Antonio. 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: 35/100

Expected Attendance: 186 people

Event ID: EzPJhkwx5xqK89NoSs

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 74 across all properties

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