

17 ENCONTRO RBC NETWORKING

DATE: Tuesday, August 19, 2025
LOCATION: Vila da Serra, Minas Gerais, BR

Event Description

17 ENCONTRO RBC NETWORKING is a premier conferences event in Vila da Serra. 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: 38/100

Expected Attendance: 238 people

Event ID: 9WjFfz6fRNfM9sAn5n

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 95 across all properties

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

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