

# 2° Ciclo de Palestras da Escola de Governo

DATE: Friday, September 12, 2025  
LOCATION: Santa Mônica, Minas Gerais, BR

## Event Description

2° Ciclo de Palestras da Escola de Governo is a premier conferences event in Santa Mônica. 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:** 170 people

**Event ID:** 9ryJmEdrbry7j9dJ7

## 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:** 68 across all properties

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