

2° Coquetel de Negócios MQB - VOCÊ NASCEU PARA BRILHAR NA SUA VIDA E NOS NEGÓCIOS

DATE: Thursday, August 21, 2025
LOCATION: Rio Branco, Rio Grande do Sul, BR

Event Description

2° Coquetel de Negócios MQB - VOCÊ NASCEU PARA BRILHAR NA SUA VIDA E NOS NEGÓCIOS is a premier conferences event in Rio Branco. 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: 171 people

Event ID: GkamPSp3NewkUpUaGg

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.