

27º ENCONTRO NEGOCIOS DO REINO: Crise e Oportunidade

DATE: Thursday, August 21, 2025
LOCATION: Cohatrac IV, Maranhão, BR

Event Description

27º ENCONTRO NEGOCIOS DO REINO: Crise e Oportunidade is a premier conferences event in Cohatrac IV. 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: 37/100

Expected Attendance: 231 people

Event ID: 6agAx8PtsJ5YARFAMP

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 92 across all properties

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