

# 3° Encontro Nacional de Lideranças Mulheres do Café

DATE: Saturday, October 4, 2025  
LOCATION: Vila Verde, Minas Gerais, BR

## Event Description

3° Encontro Nacional de Lideranças Mulheres do Café is a premier conferences event in Vila Verde. 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:** 43/100

**Expected Attendance:** 454 people

**Event ID:** DXFBhnFZma6xkGdQWS

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 182 across all properties

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