

# 60 ANOS DE ADM NO BRASIL E 35 ANOS DE CRA/CFA-MT

DATE: Thursday, October 16, 2025  
LOCATION: Setor Comercial, Mato Grosso, BR

## Event Description

60 ANOS DE ADM NO BRASIL E 35 ANOS DE CRA/CFA-MT is a premier conferences event in Setor Comercial. 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:** 39/100

**Expected Attendance:** 282 people

**Event ID:** 9Gk45QpHnPLpoKH9zr

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 113 across all properties

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