

# 7° FEME - MULHERES DO NORTE AO SUL: Desbravando caminhos e impulsionando negócios

DATE: Friday, August 15, 2025  
LOCATION: Alto São João, Minas Gerais, BR

## Event Description

7° FEME - MULHERES DO NORTE AO SUL: Desbravando caminhos e impulsionando negócios is a premier conferences event in Alto São João. 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:** 471 people

**Event ID:** 9Tbb26mvj9dntz78wn

## 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:** 188 across all properties

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