

# APOGEU MULHER

DATE: Saturday, October 11, 2025  
LOCATION: Caminho das Árvores, Bahia, BR

---

## Event Description

APOGEU MULHER is a premier conferences event in Caminho das Árvores. 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:** 42/100  
**Expected Attendance:** 409 people  
**Event ID:** FrHuXdeayrjSJvCVUa

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 164 across all properties

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

---