

# BH Retina Summit

DATE: Thursday, September 25, 2025

LOCATION: Belo Horizonte, BR

---

## Event Description

BH Retina Summit is a premier conferences event in Belo Horizonte. 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:** 391 people

**Event ID:** CkXfuBztms8XEP2EaB

## 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:** 156 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/bh-retina-summit>

Document generated on 6/3/2026, 8:47:27 PM