

# Brazilian Congress of Allergy and Immunology

DATE: Thursday, November 13, 2025  
LOCATION: Goiânia, Goiás, BR

## Event Description

Brazilian Congress of Allergy and Immunology is a premier conferences event in Goiânia. 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:** 44/100

**Expected Attendance:** 497 people

**Event ID:** BBs8xPkz4CcbnXsZ8c

## 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:** 199 across all properties

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