

# Breaklog - Happy hour do PMI-BA - Edição agosto de 2025

DATE: Friday, August 29, 2025  
LOCATION: Rio Vermelho, Bahia, BR

## Event Description

Breaklog - Happy hour do PMI-BA - Edição agosto de 2025 is a premier conferences event in Rio Vermelho. 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:** 36/100

**Expected Attendance:** 202 people

**Event ID:** BeFu5QDHWqe8rXXABD

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 81 across all properties

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