

CAPACITA | Da rádio à IA: A evolução do marketing digital da cultura de massa à era da inteligência

DATE: Friday, October 10, 2025
LOCATION: Cristal, Rio Grande do Sul, BR

Event Description

CAPACITA | Da rádio à IA: A evolução do marketing digital da cultura de massa à era da inteligência is a premier conferences event in Cristal. 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: 32/100

Expected Attendance: 130 people

Event ID: J67qmfHtYPYvYwMS74

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 52 across all properties

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

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<https://becircadian.com/events/capacita-da-rdio-ia-a-evolucao-do-marketing-digital-da-cultura-de-massa-era-da-inteligencia>

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