

# Cerrado Talks | Recrutamento 4.0: Atraindo Talentos na Era da Inteligência Artificial

DATE: Tuesday, September 30, 2025  
LOCATION: Jardim Atlantico, Goiás, BR

## Event Description

Cerrado Talks | Recrutamento 4.0: Atraindo Talentos na Era da Inteligência Artificial is a premier conferences event in Jardim Atlantico. 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:** 37/100

**Expected Attendance:** 232 people

**Event ID:** En7wdW5Mi3VwTs8kcM

## 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:** 93 across all properties

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