

# Conecte-se à vida . Um movimento por bem estar , longevidade, saúde e conscientização

DATE: Wednesday, November 12, 2025  
LOCATION: Barra da Tijuca, Rio de Janeiro, BR

## Event Description

Conecte-se à vida . Um movimento por bem estar , longevidade, saúde e conscientização is a premier conferences event in Barra da Tijuca. 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:** 40/100

**Expected Attendance:** 333 people

**Event ID:** 996p9enRyCwie2MaXs

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 133 across all properties

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