

# Conexão MRH | Do dado à decisão IA para prever, otimizar e transformar negócios.

DATE: Wednesday, November 12, 2025  
LOCATION: Ribeiro, Bahia, BR

## Event Description

Conexão MRH | Do dado à decisão IA para prever, otimizar e transformar negócios. is a premier conferences event in Ribeiro. 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:** 41/100

**Expected Attendance:** 359 people

**Event ID:** AwhCArhEKqgFkDF2o8

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 144 across all properties

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