

# Congresso de Inovação em Eventos Corporativos

DATE: Thursday, November 20, 2025  
LOCATION: Conjunto Promorar Rio Claro, São Paulo, BR

## Event Description

Congresso de Inovação em Eventos Corporativos is a premier conferences event in Conjunto Promorar Rio Claro. 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:** 362 people

**Event ID:** G5NyzJxFoYDkZqhLPw

## 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:** 145 across all properties

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