

Despertar

DATE: Saturday, September 27, 2025

LOCATION: Setor Oeste, Goiás, BR

Event Description

Despertar is a premier conferences event in Setor Oeste. 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: 45/100

Expected Attendance: 566 people

Event ID: 3Y8wQydbsm9pyYwSWg

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 226 across all properties

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

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<https://becircadian.com/events/despertar>

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