

Encontro de Saúde e Bem-estar - NATAL RN

DATE: Thursday, October 16, 2025
LOCATION: Lagoa Nova, Rio Grande do Norte, BR

Event Description

Encontro de Saúde e Bem-estar - NATAL RN is a premier conferences event in Lagoa Nova. 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: 42/100

Expected Attendance: 381 people

Event ID: Brsrc5Had8gSK9Fp97

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 152 across all properties

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