

# Fest'Up - COP 30. Amazônia: O briefing do futuro.

DATE: Friday, October 17, 2025  
LOCATION: Umarizal, Pará, BR

## Event Description

Fest'Up - COP 30. Amazônia: O briefing do futuro. is a premier conferences event in Umarizal. 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:** 43/100

**Expected Attendance:** 452 people

**Event ID:** E6WKySKYd4LpDdNxEH

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 181 across all properties

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