

Fórum de Cidades Digitais e Inteligentes de João Pessoa

DATE: Thursday, August 21, 2025
LOCATION: Portal do Sol, Paraíba, BR

Event Description

Fórum de Cidades Digitais e Inteligentes de João Pessoa is a premier conferences event in Portal do Sol. 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: 420 people

Event ID: 8F4hqW7K5oQZPAxNbE

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: 168 across all properties

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