

Fórum Smartspace: O Futuro da Comunicação Pública

DATE: Friday, November 14, 2025
LOCATION: Portal do Sol, Paraíba, BR

Event Description

Fórum Smartspace: O Futuro da Comunicação Pública 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: 399 people

Event ID: F3Smg9ZvedG7e5GaX8

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: 160 across all properties

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