

Green Day: Governança, Sustentabilidade e Inovação

DATE: Wednesday, November 12, 2025
LOCATION: Novo Silvestre, Minas Gerais, BR

Event Description

Green Day: Governança, Sustentabilidade e Inovação is a premier conferences event in Novo Silvestre. 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: 34/100

Expected Attendance: 157 people

Event ID: 5Ug6BoxfpAEqctiLw4

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 63 across all properties

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