

# HUB DAY

DATE: Saturday, December 6, 2025

LOCATION: Reis Veloso, Piauí, BR

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## Event Description

HUB DAY is a premier conferences event in Reis Veloso. 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:** 45/100

**Expected Attendance:** 532 people

**Event ID:** Bq64RkS54zXFC7i6DB

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 213 across all properties

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