

# IA PARA LIDERES

DATE: Monday, November 10, 2025  
LOCATION: Plano Diretor Norte, Tocantins, BR

---

## Event Description

IA PARA LIDERES is a premier conferences event in Plano Diretor Norte. 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:** 41/100

**Expected Attendance:** 361 people

**Event ID:** 8usPJeeiXy5A7MhtxV

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 144 across all properties

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

---