

Imersão Grupo Business Exchange

DATE: Friday, September 12, 2025
LOCATION: Várzea, Rio de Janeiro, BR

Event Description

Imersão Grupo Business Exchange is a premier conferences event in Várzea. 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: 43/100

Expected Attendance: 439 people

Event ID: 5G8XNk7x9R7sC3Mhen

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 176 across all properties

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