

Imob Talk 2º Edição "Conectando quem move o mercado"

DATE: Wednesday, September 17, 2025
LOCATION: CEPE, Rio de Janeiro, BR

Event Description

Imob Talk 2º Edição "Conectando quem move o mercado" is a premier conferences event in CEPE. 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: 413 people

Event ID: tymrAmjYCnvxrY8pfm

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: 165 across all properties

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