

INOVA Conference 2025 | Aprenda. Venda. Evolua. Repita.

DATE: Tuesday, October 21, 2025
LOCATION: Setor Marista, Goiás, BR

Event Description

INOVA Conference 2025 | Aprenda. Venda. Evolua. Repita. is a premier conferences event in Setor Marista. 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: 446 people

Event ID: A3daVyegvvMspdUXhw

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: 178 across all properties

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