

# Inovar com propósito: sustentabilidade e economia climática como motores de geração de valor

DATE: Wednesday, November 12, 2025  
LOCATION: Prado Velho, Paraná, BR

## Event Description

Inovar com propósito: sustentabilidade e economia climática como motores de geração de valor is a premier conferences event in Prado Velho. 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:** 35/100

**Expected Attendance:** 187 people

**Event ID:** 7m4GTmssfS8khZ9TpX

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 75 across all properties

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

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<https://becircadian.com/events/inovar-com-proposito-sustentabilidade-e-economia-climtica-como-motores-de-gerao-de-valor>

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