

IV Congresso Brasileiro de Maturidade de Gestão na Saúde

DATE: Thursday, September 18, 2025
LOCATION: São Paulo, BR

Event Description

IV Congresso Brasileiro de Maturidade de Gestão na Saúde is a premier conferences event in the region. 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: 400 people

Event ID: 5hRysbb6UpiX7928AV

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: 160 across all properties

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