

# IV Jornada HEAL: Saúde Mental e Promoção da Vida

DATE: Saturday, September 13, 2025  
LOCATION: Salgado Filho, Minas Gerais, BR

## Event Description

IV Jornada HEAL: Saúde Mental e Promoção da Vida is a premier conferences event in Salgado Filho. 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:** 420 people

**Event ID:** 6QpqRAwdDdWYGREh3t

## 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:** 168 across all properties

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