

# Lançamento Arben Residence

DATE: Tuesday, September 23, 2025

LOCATION: Dinamérica, Paraíba, BR

## Event Description

Lançamento Arben Residence is a premier conferences event in Dinamérica. 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:** 36/100

**Expected Attendance:** 196 people

**Event ID:** 64CwKaeLE8YGRXwoLq

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 78 across all properties

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