

# Lançamento do Núcleo de RH: Gente & Gestão

DATE: Wednesday, September 24, 2025  
LOCATION: Cidade Nova, Santa Catarina, BR

## Event Description

Lançamento do Núcleo de RH: Gente & Gestão is a premier conferences event in Cidade Nova. 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:** 32/100

**Expected Attendance:** 119 people

**Event ID:** DBPcviTML5bUeKt2DE

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 48 across all properties

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