

Liderança Eficaz - Governo 360

DATE: Saturday, October 11, 2025
LOCATION: Barueri, São Paulo, BR

Event Description

Liderança Eficaz - Governo 360 is a premier conferences event in Barueri. 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: 41/100

Expected Attendance: 340 people

Event ID: 9JD6jdV8fB3tRxFcin

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 136 across all properties

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