

# Mulheres em Movimento (Araruama/RJ)

DATE: Tuesday, September 23, 2025  
LOCATION: Parque Hotel, Rio de Janeiro, BR

## Event Description

Mulheres em Movimento (Araruama/RJ) is a premier conferences event in Parque Hotel. 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:** 40/100

**Expected Attendance:** 314 people

**Event ID:** E4XTeZEK8Y9kBvULmG

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 126 across all properties

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