

Pacto Lavras - Lançamento do Pacto pela Inovação de Lavras

DATE: Thursday, October 9, 2025
LOCATION: Centro Empresarial, Minas Gerais, BR

Event Description

Pacto Lavras - Lançamento do Pacto pela Inovação de Lavras is a premier conferences event in Centro Empresarial. 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: 44/100

Expected Attendance: 497 people

Event ID: ciqEiDo7e68yPEoX2S

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 199 across all properties

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