

# Palestra: Reprogramando frequências para o sucesso PARTE 2

DATE: Thursday, August 28, 2025  
LOCATION: Santa Helena, Minas Gerais, BR

## Event Description

Palestra: Reprogramando frequências para o sucesso PARTE 2 is a premier conferences event in Santa Helena. 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:** 193 people

**Event ID:** Dp8ViJiq4p9ekthKkf

## 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:** 77 across all properties

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