

# Palestra - Virada Financeira 21/08

DATE: Thursday, August 21, 2025  
LOCATION: Olho D'agua, Maranhão, BR

## Event Description

Palestra - Virada Financeira 21/08 is a premier conferences event in Olho D'agua. 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:** 34/100

**Expected Attendance:** 161 people

**Event ID:** 85e2iGvYjc533iA4y3

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 64 across all properties

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