

# PJ & Café: Economia da Longevidade O Poder de Transformar Empresas com Profissionais 50+

DATE: Wednesday, September 24, 2025  
LOCATION: Santo Cristo, Rio de Janeiro, BR

## Event Description

PJ & Café: Economia da Longevidade O Poder de Transformar Empresas com Profissionais 50+ is a premier conferences event in Santo Cristo. 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:** 195 people

**Event ID:** 6sm3caCHqyEPBv8YfF

## 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:** 78 across all properties

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