

# Prosa de Inovação - 2º Encontro de Integração do HUB Itabirito

DATE: Thursday, September 25, 2025  
LOCATION: Centro, Minas Gerais, BR

## Event Description

Prosa de Inovação - 2º Encontro de Integração do HUB Itabirito is a premier conferences event in Centro. 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:** 39/100

**Expected Attendance:** 279 people

**Event ID:** BtZVJtroSRDB5rrCJy

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 112 across all properties

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