

REFORMA TRIBUTÁRIA: Seu contador já conversou sobre isso?

DATE: Thursday, November 6, 2025
LOCATION: Primavera II, Mato Grosso, BR

Event Description

REFORMA TRIBUTÁRIA: Seu contador já conversou sobre isso? is a premier conferences event in Primavera II. 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: 30/100

Expected Attendance: 97 people

Event ID: 8vrCjCSgJRNCJMPZbp

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 39 across all properties

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