

RH Estratégico: Saúde e Performance Humana

DATE: Wednesday, August 20, 2025
LOCATION: Vila Rafael de Oliveira, São Paulo, BR

Event Description

RH Estratégico: Saúde e Performance Humana is a premier conferences event in Vila Rafael de Oliveira. 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: 28/100

Expected Attendance: 80 people

Event ID: 8KD8yT9LZTDAJbwsy6

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 32 across all properties

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