

RH Summit 2ª Edição

DATE: Wednesday, November 19, 2025
LOCATION: Jardim da Cidade, Minas Gerais, BR

Event Description

RH Summit 2ª Edição is a premier conferences event in Jardim da Cidade. 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: 40/100

Expected Attendance: 333 people

Event ID: GcRBh5xtK4mV2oLmek

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 133 across all properties

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