

SAÚDE MENTAL: O CAPITAL INVISÍVEL DAS ORGANIZAÇÕES

DATE: Friday, November 14, 2025
LOCATION: Barra Olímpica, Rio de Janeiro, BR

Event Description

SAÚDE MENTAL: O CAPITAL INVISÍVEL DAS ORGANIZAÇÕES is a premier conferences event in Barra Olímpica. 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: 329 people

Event ID: A6hQzxYMxCCTgAC8qF

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: 132 across all properties

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