

12ª Corrida De Miguel

DATE: Sunday, October 19, 2025
LOCATION: Sao Jose Do Goiabal, Minas Gerais, BR

Event Description

12ª Corrida De Miguel is a premier sports event in Sao Jose Do Goiabal. 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: sports

Importance Rank: 50/100

Expected Attendance: 10,000 people

Event ID: FrzwcauBD8m7KFqK2P

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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