

12ª Edição FESTIVAL INTERNACIONAL DE CERVEJA E CULTURA - FICC ANO X

DATE: Saturday, August 23, 2025
LOCATION: Santo Agostinho, Minas Gerais, BR

Event Description

12ª Edição FESTIVAL INTERNACIONAL DE CERVEJA E CULTURA - FICC ANO X is a premier festivals event in Santo Agostinho. 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: festivals

Importance Rank: 45/100

Expected Attendance: 545 people

Event ID: G3uG84jcWkYQSNv6Z9

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 218 across all properties

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