

2º festival

DATE: Saturday, November 15, 2025
LOCATION: Santa Luiza, Minas Gerais, BR

Event Description

2º festival is a premier festivals event in Santa Luiza. 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: 46/100

Expected Attendance: 656 people

Event ID: wsSaw7HkCnb8p92Ve9

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 262 across all properties

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