

2º Trail Run Direto ao Ponto

DATE: Sunday, November 16, 2025
LOCATION: Distrito De Honorio Bicalho, Minas Gerais, BR

Event Description

2º Trail Run Direto ao Ponto is a premier sports event in Distrito De Honorio Bicalho. 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: 5m9ktjnJNxgJnbgFaZ

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.
