

2º TREINÃO GRATUITO - CONTAGIOU RUN

DATE: Sunday, September 21, 2025
LOCATION: Pedra Azul, Minas Gerais, BR

Event Description

2º TREINÃO GRATUITO - CONTAGIOU RUN is a premier sports event in Pedra Azul. 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: BZonEQM7mvBHBt8efV

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.

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