

3° Samba de Terreiro

DATE: Saturday, August 23, 2025
LOCATION: Vera Cruz, Minas Gerais, BR

Event Description

3° Samba de Terreiro is a premier concerts event in Vera Cruz. 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: concerts

Importance Rank: 43/100

Expected Attendance: 472 people

Event ID: DNwiN6C6zT4VQtpmbS

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 189 across all properties

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