

4 ANOS ATELIER DO CHURRASCO

DATE: Sunday, August 24, 2025
LOCATION: Campina Verde, Minas Gerais, BR

Event Description

4 ANOS ATELIER DO CHURRASCO is a premier concerts event in Campina Verde. 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: 40/100

Expected Attendance: 323 people

Event ID: D7EBkS8LwtRVL4ZTYF

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 129 across all properties

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

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