4ª Corrida de Rua do SICOOB ARCOMCREDI

DATE: Sunday, September 21, 2025
LOCATION: Arcos, Minas Gerais, BR

Event Description

4ª Corrida de Rua do SICOOB ARCOMCREDI is a premier sports event in Arcos. 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: J5N8UiM7EgTkD3amCL

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.