

Banda mineira Kayajhama comemora 25 anos de história dentro da programação do Descontorno Cultural

DATE: Saturday, August 30, 2025
LOCATION: Santa Terezinha, Minas Gerais, BR

Event Description

Banda mineira Kayajhama comemora 25 anos de história dentro da programação do Descontorno Cultural is a premier concerts event in Santa Terezinha. 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: 36/100

Expected Attendance: 204 people

Event ID: 8iRCvr2TZ3wY4eQYsN

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 82 across all properties

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