

BEARCATION - POOL PARTY + DAY USE, DOMINGO 31 de AGOSTO, 12h à 18h by BIGGER

DATE: Sunday, August 31, 2025
LOCATION: Minas Gerais, BR

Event Description

BEARCATION - POOL PARTY + DAY USE, DOMINGO 31 de AGOSTO, 12h à 18h by BIGGER is a premier community event in the region. 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: community
Importance Rank: 30/100
Expected Attendance: 100 people
Event ID: HFNFLGx9kRwB2XRBcy

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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