

BENÇA, TEREZA!

DATE: Saturday, August 23, 2025
LOCATION: Santa Tereza, Minas Gerais, BR

Event Description

BENÇA, TEREZA! is a premier concerts event in Santa Tereza. 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: 449 people

Event ID: A3VoX2t49zctywa9CC

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: 180 across all properties

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