

Café Viçosatec - Arcah - Terceiro Setor

DATE: Wednesday, September 24, 2025
LOCATION: João Braz, Minas Gerais, BR

Event Description

Café Viçosatec - Arcah - Terceiro Setor is a premier conferences event in João Braz. 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: conferences

Importance Rank: 35/100

Expected Attendance: 172 people

Event ID: 6JX6PbauaEKR6UJ7vL

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 69 across all properties

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