

# Cerimônia Entrega do Prêmio Municipal de INovação

DATE: Wednesday, November 12, 2025  
LOCATION: Família Andrade, Minas Gerais, BR

## Event Description

Cerimônia Entrega do Prêmio Municipal de INovação is a premier conferences event in Família Andrade. 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:** 26/100

**Expected Attendance:** 62 people

**Event ID:** xuj3Bw7D7AsTtm5dK6

## Hotel Demand Indicators

**ADR Impact Index:** 3.7x 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:** 25 across all properties

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