

CIRCUITO DO CONHECIMENTO 2025 - PONTE NOVA/MG

DATE: Thursday, November 13, 2025
LOCATION: Centro Histórico, Minas Gerais, BR

Event Description

CIRCUITO DO CONHECIMENTO 2025 - PONTE NOVA/MG is a premier conferences event in Centro Histórico. 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: 36/100

Expected Attendance: 203 people

Event ID: 7Uw8UX6mscjPn2Aosb

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: 81 across all properties

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