

CONEXÃO ALPHAVILLE X ARENA MRV

DATE: Wednesday, November 12, 2025
LOCATION: Belo Horizonte, BR

Event Description

CONEXÃO ALPHAVILLE X ARENA MRV is a premier concerts event in Belo Horizonte. 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: 84/100

Expected Attendance: 47,465 people

Event ID: FzBmJm2L82X6kBQ5GD

Hotel Demand Indicators

ADR Impact Index: 8.6x baseline (varies by property tier & location)

Occupancy Impact: +64 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 18,986 across all properties

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