

Corrida da Lua - Etapa Lua Nova 2025

DATE: Sunday, September 21, 2025
LOCATION: Praia, Minas Gerais, BR

Event Description

Corrida da Lua - Etapa Lua Nova 2025 is a premier sports event in Praia. 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: sports

Importance Rank: 50/100

Expected Attendance: 10,000 people

Event ID: 5LH3FvWsowyf2q9mEr

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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