

DESAFIO MATO OU MORRO 2025 - TRAIL RUN

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

Event Description

DESAFIO MATO OU MORRO 2025 - TRAIL RUN is a premier sports event in the region. 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: DgeHaArzEuYsK3mc2w

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.