

# Encontro de Eventos 2026/27 - Itapecerica/MG e regio

DATE: Saturday, January 10, 2026  
LOCATION: Lamounier, Minas Gerais, BR

## Event Description

Encontro de Eventos 2026/27 - Itapecerica/MG e regio is a premier expos event in Lamounier. 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:** expos

**Importance Rank:** 33/100

**Expected Attendance:** 134 people

**Event ID:** EEX6UAtc3RXAc9fJQf

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 54 across all properties

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