

EPISÓDIO 7 Drag Race Brasil Segunda Temporada - FESTA DE ASSISTIR

DATE: Thursday, August 21, 2025
LOCATION: Belo Horizonte, BR

Event Description

EPISÓDIO 7 Drag Race Brasil Segunda Temporada - FESTA DE ASSISTIR 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: 43/100

Expected Attendance: 425 people

Event ID: AaCJvoV7nfENjYgz3w

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 170 across all properties

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