

# Farm's Rock Bar - Festival - O Retorno

DATE: Sunday, November 9, 2025  
LOCATION: Cidade Industrial, Minas Gerais, BR

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## Event Description

Farm's Rock Bar - Festival - O Retorno is a premier festivals event in Cidade Industrial. 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:** festivals

**Importance Rank:** 41/100

**Expected Attendance:** 343 people

**Event ID:** F3JXApKCUQPvdx9EDX

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 137 across all properties

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

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