

Festa Agostina Rancho Relicário

DATE: Saturday, August 16, 2025

LOCATION: Minas Gerais, BR

Event Description

Festa Agostina Rancho Relicário is a premier concerts 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: concerts

Importance Rank: 39/100

Expected Attendance: 278 people

Event ID: Epz6EgyqvguZ3ojc4S

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 111 across all properties

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