

# Festa Zulu - 2ª edição

DATE: Friday, September 5, 2025

LOCATION: Minas Gerais, BR

## Event Description

Festa Zulu - 2ª edição 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:** 37/100

**Expected Attendance:** 226 people

**Event ID:** 5FdYHmqnmq9Zfa5rH6

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 90 across all properties

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

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<https://becircadian.com/events/festa-zulu-2-edio>

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