

Festival de Halloween - Amostra Cultural Boo

DATE: Saturday, October 11, 2025
LOCATION: Jardim Industrial, Minas Gerais, BR

Event Description

Festival de Halloween - Amostra Cultural Boo is a premier festivals event in Jardim 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: 39/100

Expected Attendance: 296 people

Event ID: BjRamKaN4Jj3YLdHLZ

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: 118 across all properties

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