

# FESTIVAL INSANO BLUES - 6a edição

DATE: Saturday, August 16, 2025  
LOCATION: Walchir Rezende, Minas Gerais, BR

## Event Description

FESTIVAL INSANO BLUES - 6a edição is a premier festivals event in Walchir Rezende. 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:** 51/100

**Expected Attendance:** 1,090 people

**Event ID:** J3qZR0QfqBZ9WBbVPx

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 436 across all properties

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