

# FESTIVAL OS SONS DO BRASIL - 31 de agosto (domingo) | MUSEU BOULIEU

DATE: Sunday, August 31, 2025  
LOCATION: Minas Gerais, BR

## Event Description

FESTIVAL OS SONS DO BRASIL - 31 de agosto (domingo) | MUSEU BOULIEU is a premier festivals 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:** festivals

**Importance Rank:** 45/100

**Expected Attendance:** 545 people

**Event ID:** 5h3oFXbex5ecyDqati

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 218 across all properties

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