

Festival Primavera Bela Terra

DATE: Sunday, September 21, 2025
LOCATION: Soledade De Minas, Minas Gerais, BR

Event Description

Festival Primavera Bela Terra is a premier festivals event in Soledade De Minas. 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: 50/100

Expected Attendance: 1,047 people

Event ID: DjLt6ga6wNNEWoTRLk

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: 419 across all properties

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