

FESTIVAL ROCK NA VEIA

DATE: Saturday, November 22, 2025
LOCATION: Mangabeiras, Minas Gerais, BR

Event Description

FESTIVAL ROCK NA VEIA is a premier festivals event in Mangabeiras. 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: 42/100

Expected Attendance: 389 people

Event ID: 3MsNpuPr76udYxr34g

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 156 across all properties

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