

FLA BH FEST - PELO TETRA

DATE: Saturday, November 29, 2025
LOCATION: Santa Tereza, Minas Gerais, BR

Event Description

FLA BH FEST - PELO TETRA is a premier festivals event in Santa Tereza. 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: 40/100

Expected Attendance: 319 people

Event ID: g5pRqm9wNaD5Vbs7A9

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 128 across all properties

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

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