

# FORRÓ DE TERÇA || ESPECIAL || MASCATE FLORESTA

DATE: Tuesday, August 26, 2025  
LOCATION: Floresta, Minas Gerais, BR

## Event Description

FORRÓ DE TERÇA || ESPECIAL || MASCATE FLORESTA is a premier concerts event in Floresta. 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:** concerts

**Importance Rank:** 39/100

**Expected Attendance:** 273 people

**Event ID:** wvq9hbq6u9LdNUvzER

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 109 across all properties

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