

InovaWeek UNIFAL-MG - I Semana Anual de Inov; e Empreendedorismo da UNIFAL MG

DATE: Monday, November 24, 2025
LOCATION: Cidade Universitria, Minas Gerais, BR

Event Description

InovaWeek UNIFAL-MG - I Semana Anual de Inov; e Empreendedorismo da UNIFAL-MG is a premier conferences event in Cidade Universitria. 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: conferences

Importance Rank: 41/100

Expected Attendance: 347 people

Event ID: 6nack5N7hszv6TAQQr

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 139 across all properties

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