

# IV Festival de Atletismo da ESEFFEGO

DATE: Saturday, November 8, 2025  
LOCATION: Setor Leste Vila Nova, Goiás, BR

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## Event Description

IV Festival de Atletismo da ESEFFEGO is a premier festivals event in Setor Leste Vila Nova. 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:** 41/100

**Expected Attendance:** 344 people

**Event ID:** BzJSc5ABEMJySPasXS

## 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:** 138 across all properties

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

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