

K-POP DROP GV | Festival de Cultura Coreana em Governador Valadares!

DATE: Sunday, November 30, 2025
LOCATION: Santa Efigenia, Minas Gerais, BR

Event Description

K-POP DROP GV | Festival de Cultura Coreana em Governador Valadares! is a premier festivals event in Santa Efigenia. 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: 44/100

Expected Attendance: 517 people

Event ID: AP4topZzRx5t8xKGDf

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 207 across all properties

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