

# KECHIMBA FEST! CANDY B (CLÁSSICOS LATINOS) - DÉCIMO EDIÇÃO 16/08

DATE: Saturday, August 16, 2025  
LOCATION: Belo Horizonte, BR

## Event Description

KECHIMBA FEST! CANDY B (CLÁSSICOS LATINOS) - DÉCIMO EDIÇÃO 16/08 is a premier festivals event in Belo Horizonte. 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:** 299 people

**Event ID:** 78oKNuomEh9ARTyT6B

## 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:** 120 across all properties

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