

Korea 6X6 (Sobe Korea/Desce Três Pedras)

DATE: Sunday, December 21, 2025
LOCATION: Solar do Barreiro, Minas Gerais, BR

Event Description

Korea 6X6 (Sobe Korea/Desce Três Pedras) is a premier sports event in Solar do Barreiro. 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: sports

Importance Rank: 50/100

Expected Attendance: 10,000 people

Event ID: CEPAmPNxpbXybsL5t2

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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

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