

# Manhã Matter com Luis Lourenço

DATE: Friday, October 10, 2025  
LOCATION: Cidade Jardim, Minas Gerais, BR

---

## Event Description

Manhã Matter com Luis Lourenço is a premier conferences event in Cidade Jardim. 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:** 28/100

**Expected Attendance:** 76 people

**Event ID:** B43cREmtumabDpEnsh

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 30 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/manh-matter-com-luis-loureno>

Document generated on 6/4/2026, 3:59:57 AM