

Metal Fest Santa Luzia 2025

DATE: Saturday, August 16, 2025

LOCATION: Nossa Senhora das Gracas, Minas Gerais, BR

Event Description

Metal Fest Santa Luzia 2025 is a premier festivals event in Nossa Senhora das Gracas. 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: 37/100

Expected Attendance: 236 people

Event ID: F5BcMow69cGwCkwSkS

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 94 across all properties

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