Nuúu BBQ by Novotel

DATE: Saturday, October 4, 2025
LOCATION: Savassi, Minas Gerais, BR

Event Description

Nuúu BBQ by Novotel is a premier festivals event in Savassi. 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: 314 people
Event ID: C4UMNS3tp76N3yrr8B

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: 126 across all properties

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