

OAB Beer Fest IV

DATE: Saturday, November 22, 2025
LOCATION: Lagoa Santa, Minas Gerais, BR

Event Description

OAB Beer Fest IV is a premier festivals event in Lagoa Santa. 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: 41/100

Expected Attendance: 364 people

Event ID: F3bjJw322KLPkUPNJ

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 146 across all properties

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