

# Open Wine | Open Drinks | Open Food

DATE: Friday, October 10, 2025

LOCATION: Minas Gerais, BR

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## Event Description

Open Wine | Open Drinks | Open Food is a premier festivals event in the region. 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:** 34/100

**Expected Attendance:** 166 people

**Event ID:** 9h8mJ37oSDRQJR2GEm

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 66 across all properties

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

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Document generated on 6/4/2026, 12:07:16 AM