

Oswaldo Montenegro

DATE: Friday, August 15, 2025
LOCATION: Belo Horizonte, Minas Gerais, BR

Event Description

Oswaldo Montenegro is a premier concerts event in Belo Horizonte. 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: concerts

Importance Rank: 54/100

Expected Attendance: 1,524 people

Event ID: U8vwwY2QwFwjKPxgZ9

Hotel Demand Indicators

ADR Impact Index: 6.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 610 across all properties

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