

# Othelo, o Grande

DATE: Friday, November 14, 2025  
LOCATION: Santa Mônica, Minas Gerais, BR

## Event Description

Othelo, o Grande is a premier performing-arts event in Santa Mônica. 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:** performing-arts

**Importance Rank:** 25/100

**Expected Attendance:** 59 people

**Event ID:** EMPEu7ZJi5Dqjuhh6K

## Hotel Demand Indicators

**ADR Impact Index:** 3.6x 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:** 24 across all properties

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