

# Power Day Belo Horizonte

DATE: Saturday, August 16, 2025  
LOCATION: Santa Efigênia, Minas Gerais, BR

---

## Event Description

Power Day Belo Horizonte is a premier conferences event in Santa Efigênia. 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:** conferences

**Importance Rank:** 41/100

**Expected Attendance:** 346 people

**Event ID:** GNcz36eY5sv4R9vHYK

## 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:** 138 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/power-day-belo-horizonte>

Document generated on 6/4/2026, 3:51:21 AM