

Projeto Experimente

DATE: Saturday, August 16, 2025
LOCATION: Jardim Canada, Minas Gerais, BR

Event Description

Projeto Experimente is a premier festivals event in Jardim Canada. 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: 44/100
Expected Attendance: 521 people
Event ID: 5hSc9HC6V9xTumwXhk

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 208 across all properties

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