

# REIS DO P9 - DESAFIO

DATE: Thursday, August 14, 2025  
LOCATION: Ouro Preto, Minas Gerais, BR

## Event Description

REIS DO P9 - DESAFIO is a premier concerts event in Ouro Preto. 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:** 39/100

**Expected Attendance:** 283 people

**Event ID:** GkGW3MgF5gkSGfNg4N

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 113 across all properties

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