

Rene Montenegro

DATE: Thursday, August 21, 2025
LOCATION: Santa Tereza, Minas Gerais, BR

Event Description

Rene Montenegro is a premier concerts event in Santa Tereza. 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: 43/100
Expected Attendance: 452 people
Event ID: FoLNRWJf7vJYBRvpso

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: 181 across all properties

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