

# ROCK EXPERIENCE FESTIVAL - FORMIGA

DATE: Friday, October 3, 2025

LOCATION: Minas Gerais, BR

## Event Description

ROCK EXPERIENCE FESTIVAL - FORMIGA is a premier festivals event in the region. 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:** 40/100

**Expected Attendance:** 308 people

**Event ID:** 3YVaChBBAPG9FNSgRf

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 123 across all properties

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