

Roda de conversas: Setembro Amarelo

DATE: Tuesday, September 23, 2025
LOCATION: Monte Carlo, Minas Gerais, BR

Event Description

Roda de conversas: Setembro Amarelo is a premier conferences event in Monte Carlo. 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: 35/100

Expected Attendance: 182 people

Event ID: R6pZ99ipMgKZuAPE56

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 73 across all properties

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