

Rodadas de Negócios - Santa Luzia

DATE: Wednesday, August 20, 2025
LOCATION: Novo Centro, Minas Gerais, BR

Event Description

Rodadas de Negócios - Santa Luzia is a premier conferences event in Novo Centro. 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: 170 people

Event ID: 3T2pEEsBmKo5czUEty

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: 68 across all properties

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