

Salve Amor, Salve Amizade apresenta: A Firma!

DATE: Saturday, September 6, 2025
LOCATION: Santa Tereza, Minas Gerais, BR

Event Description

Salve Amor, Salve Amizade apresenta: A Firma! 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: 44/100
Expected Attendance: 483 people
Event ID: 78AmtphaFumnw2KfqQ

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: 193 across all properties

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