

# SÁB 11/10 - 2° WHYCTOBER FEST (ESPECIAL OCTOBER FEST) - VHS + VINIL + BEERJUICE

DATE: Saturday, October 11, 2025

LOCATION: Belo Horizonte, BR

---

## Event Description

SÁB 11/10 - 2° WHYCTOBER FEST (ESPECIAL OCTOBER FEST) - VHS + VINIL + BEERJUICE is a premier festivals event in Belo Horizonte. 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:** 42/100

**Expected Attendance:** 417 people

**Event ID:** B8Qz9AW3S7kxsvCiES

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 167 across all properties

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