

SEG 13/10 - RESSACA 2° 2° WHYCTOBER FEST - CA\$H + DONA ODETEH

DATE: Monday, October 13, 2025
LOCATION: Belo Horizonte, BR

Event Description

SEG 13/10 - RESSACA 2° 2° WHYCTOBER FEST - CA\$H + DONA ODETEH 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: 45/100

Expected Attendance: 556 people

Event ID: Cdsg52H2B37FzYRMPz

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 222 across all properties

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