

Treinão de Aniversário 6km

DATE: Sunday, September 14, 2025
LOCATION: Cruzeiro de Santo Antônio, Minas Gerais, BR

Event Description

Treinão de Aniversário 6km is a premier sports event in Cruzeiro de Santo Antônio. 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: sports

Importance Rank: 50/100

Expected Attendance: 10,000 people

Event ID: A85frRJeXgshmZKzsb

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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