

Uma Noite Muito Terroir 2

DATE: Wednesday, September 10, 2025
LOCATION: São Mateus, Minas Gerais, BR

Event Description

Uma Noite Muito Terroir 2 is a premier festivals event in São Mateus. 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: 34/100

Expected Attendance: 166 people

Event ID: BtMk3WDrQPCp8Jn6tN

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 66 across all properties

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