

Zona Fest 7k

DATE: Saturday, September 13, 2025
LOCATION: Morada do Sol, Minas Gerais, BR

Event Description

Zona Fest 7k is a premier festivals event in Morada do Sol. 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: 41/100

Expected Attendance: 337 people

Event ID: FzGBKqPoJ7pPFug6na

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 135 across all properties

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