

# ( ATRAÇÃO NACIONAL ) (22/08) SEXTA-FEIRA NOVA MORADA DO SAMBA !

DATE: Friday, August 22, 2025  
LOCATION: Morada do Vale III, Rio Grande do Sul, BR

## Event Description

( ATRAÇÃO NACIONAL ) (22/08) SEXTA-FEIRA NOVA MORADA DO SAMBA ! is a premier concerts event in Morada do Vale III. 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:** concerts

**Importance Rank:** 40/100

**Expected Attendance:** 311 people

**Event ID:** BnYhFtDDSYhKqrKRtc

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 124 across all properties

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