

# + MC | Movimento Cidade | Caetano Veloso, Marina Sena, Yago Oprorio, Cila do Coco | Parque da Prainha

DATE: Sunday, August 17, 2025  
LOCATION: Centro de Vila Velha, Espírito Santo, BR

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## Event Description

+ MC | Movimento Cidade | Caetano Veloso, Marina Sena, Yago Oprorio, Cila do Coco | Parque da Prainha is a premier concerts event in Centro de Vila Velha. 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:** 35/100

**Expected Attendance:** 184 people

**Event ID:** 6oBkAHBuLs6uT3MWhA

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 74 across all properties

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

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