

100% CHARLIE BROWN (+ hits 2000)

DATE: Friday, August 22, 2025
LOCATION: Monte Mario, Minas Gerais, BR

Event Description

100% CHARLIE BROWN (+ hits 2000) is a premier concerts event in Monte Mario. 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: 39/100

Expected Attendance: 274 people

Event ID: CkssB3adjrSRKV489m

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 110 across all properties

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

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