

# 22/08 - Noite Du Jazz com John Mueller

DATE: Friday, August 22, 2025  
LOCATION: Praia da Enseada, Santa Catarina, BR

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## Event Description

22/08 - Noite Du Jazz com John Mueller is a premier concerts event in Praia da Enseada. 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:** 33/100

**Expected Attendance:** 149 people

**Event ID:** CLteu7YAX2L5HNm8BT

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 60 across all properties

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