

22H SÁBADO no THE MEXICAN! Viva La Fiesta, c/ DJs + Rodada Dupla XEQUE-MATE

DATE: Saturday, August 23, 2025
LOCATION: Sagrada Família, Minas Gerais, BR

Event Description

22H SÁBADO no THE MEXICAN! Viva La Fiesta, c/ DJs + Rodada Dupla XEQUE-MATE is a premier concerts event in Sagrada Família. 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: 44/100

Expected Attendance: 483 people

Event ID: Bm5Td5LfERHzr7VLw9

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 193 across all properties

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