

# 22H SEXTA | VIRADA MEXICANA (REGGAETON + FUNK) | THE MEXICAN c/ DJs Latinos + Rodada Dupla Xeque Mate

DATE: Friday, August 22, 2025  
LOCATION: Sagrada Família, Minas Gerais, BR

## Event Description

22H SEXTA | VIRADA MEXICANA (REGGAETON + FUNK) | THE MEXICAN c/ DJs Latinos + 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:** 9jyd4B3GLyBreLhbAF

## 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.*

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<https://becircadian.com/events/22h-sexta-virada-mexicana-reggaeton-funk-the-mexican-c-djs-latinos-rodada-dupla-xeque-mate>

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