

23/08 NOT DEAD YET: FREAK! & BLACKTOFU

DATE: Saturday, August 23, 2025
LOCATION: Savassi, Minas Gerais, BR

Event Description

23/08 NOT DEAD YET: FREAK! & BLACKTOFU is a premier concerts event in Savassi. 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: 43/100

Expected Attendance: 447 people

Event ID: 8GCM7KJ4W3Fd2s79DT

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: 179 across all properties

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