

23.AGO - NOITE DO SINAL com Open de Mé

DATE: Saturday, August 23, 2025
LOCATION: Setor Comercial, Mato Grosso, BR

Event Description

23.AGO - NOITE DO SINAL com Open de Mé is a premier concerts event in Setor Comercial. 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: 37/100
Expected Attendance: 214 people
Event ID: 6gpMmWRd7JeuFFno6

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 86 across all properties

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