

# 29.08 | I Love Funk ft. Rugal 061

DATE: Friday, August 29, 2025  
LOCATION: Setor Hab Ind Sul, Distrito Federal, BR

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## Event Description

29.08 | I Love Funk ft. Rugal 061 is a premier concerts event in Setor Hab Ind Sul. 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:** 446 people

**Event ID:** FFsrFYe8QH7uH2pQvj

## 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:** 178 across all properties

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