4SANTOS NA UK RETRÔ // ANTECIPADO PROMOCIONAL

DATE: Saturday, August 23, 2025
LOCATION: Asa Sul, Distrito Federal, BR

Event Description

4SANTOS NA UK RETRÔ // ANTECIPADO PROMOCIONAL is a premier concerts event in Asa 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: 38/100
Expected Attendance: 240 people
Event ID: BHrCK7BBBVAYi5xEFT

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 96 across all properties

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