

A Day To Rockmember — Emocore, Pop Punk e Rock — 15/08

DATE: Friday, August 15, 2025
LOCATION: Cidade Baixa, Rio Grande do Sul, BR

Event Description

A Day To Rockmember — Emocore, Pop Punk e Rock — 15/08 is a premier concerts event in Cidade Baixa. 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: 33/100

Expected Attendance: 137 people

Event ID: HThbM4X7L5q4VyUh98

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 55 across all properties

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