

Acadêmicos do Rock + DVJ Roy: Pop e Rock dos anos 80, 90 e 2000

DATE: Friday, August 29, 2025
LOCATION: Floresta, Minas Gerais, BR

Event Description

Acadêmicos do Rock + DVJ Roy: Pop e Rock dos anos 80, 90 e 2000 is a premier concerts event in Floresta. 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: 39/100

Expected Attendance: 297 people

Event ID: 8R5kpRG9eVQnLyqMik

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 119 across all properties

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