

# Aqueles Pagode La Da Rua

DATE: Saturday, August 30, 2025  
LOCATION: Santa Cruz Industrial, Minas Gerais, BR

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## Event Description

Aqueles Pagode La Da Rua is a premier concerts event in Santa Cruz Industrial. 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:** 439 people

**Event ID:** 5edXuGyN7mhFT85mAr

## 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:** 176 across all properties

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

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