

Baladinha do Ferro Velho

DATE: Saturday, August 16, 2025
LOCATION: Santa Maria, Minas Gerais, BR

Event Description

Baladinha do Ferro Velho is a premier concerts event in Santa Maria. 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: 35/100

Expected Attendance: 188 people

Event ID: GDa5CeyzHYfD9zubXG

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 75 across all properties

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