

Banda Countruck - Festa Country

DATE: Saturday, August 23, 2025
LOCATION: Centro (Caucaia do Alto), São Paulo, BR

Event Description

Banda Countruck - Festa Country is a premier concerts event in Centro (Caucaia do Alto). 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: 32/100

Expected Attendance: 132 people

Event ID: Hjk7S4BgcB582E3txD

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 53 across all properties

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