

BENTO GONÇALVES // Summer EletroHits

DATE: Saturday, August 16, 2025
LOCATION: Cidade Alta, Rio Grande do Sul, BR

Event Description

BENTO GONÇALVES // Summer EletroHits is a premier concerts event in Cidade Alta. 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: 31/100

Expected Attendance: 115 people

Event ID: Dx7RkuAvN7ftVa8Czh

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 46 across all properties

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