

# Black Alien - DATA EXTRA!!! - 20 anos de Babylon By Gus Vol. 1

DATE: Saturday, August 23, 2025  
LOCATION: Santa Efigênia, Minas Gerais, BR

---

## Event Description

Black Alien - DATA EXTRA!!! - 20 anos de Babylon By Gus Vol. 1 is a premier concerts event in Santa Efigênia. 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:** 42/100  
**Expected Attendance:** 404 people  
**Event ID:** HTS5L722N8cDSDesiT

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 162 across all properties

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

---