

CERVEJADA DA HYPE :: OPEN DE HEINEKEN

DATE: Friday, August 22, 2025
LOCATION: Cidade Baixa, Rio Grande do Sul, BR

Event Description

CERVEJADA DA HYPE :: OPEN DE HEINEKEN is a premier concerts event in Cidade Baixa. 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: 34/100

Expected Attendance: 152 people

Event ID: 854kzGseYJUQ9XiA2Q

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 61 across all properties

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