

# Chitãozinho & Xororó

DATE: Saturday, August 16, 2025

LOCATION: Carmo do Cajuru, BR

## Event Description

Chitãozinho & Xororó is a premier concerts event in Carmo do Cajuru. 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:** 56/100

**Expected Attendance:** 1,910 people

**Event ID:** A9amZKV8av56RF88eF

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 764 across all properties

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