

# Conexão Musical - Rock & Concert

DATE: Wednesday, October 29, 2025  
LOCATION: Jardim Belvedere II, Minas Gerais, BR

## Event Description

Conexão Musical - Rock & Concert is a premier performing-arts event in Jardim Belvedere II. 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:** performing-arts

**Importance Rank:** 30/100

**Expected Attendance:** 105 people

**Event ID:** 3xkp2Cvoh2iVXsQyJj

## 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:** 42 across all properties

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