

Deu Rock III

DATE: Saturday, August 23, 2025
LOCATION: Cidade Nova I, Minas Gerais, BR

Event Description

Deu Rock III is a premier concerts event in Cidade Nova I. 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: 38/100

Expected Attendance: 240 people

Event ID: 6Cx4rMYqUgpz7qK8PV

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 96 across all properties

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