

DVD AXTRAL 20/08

DATE: Wednesday, August 20, 2025
LOCATION: Jardim Atlântico, Minas Gerais, BR

Event Description

DVD AXTRAL 20/08 is a premier concerts event in Jardim Atlântico. 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: 37/100
Expected Attendance: 213 people
Event ID: 4PT4FwyK9vv6LdY6cA

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 85 across all properties

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