

# Especial Rock Brasil

DATE: Saturday, August 30, 2025  
LOCATION: Rio Madeira, Rondônia, BR

## Event Description

Especial Rock Brasil is a premier concerts event in Rio Madeira. 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:** 3ZoK3sELmvtxuoa9Ua

## 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.*