

FESTA DO ONE DIRECTION @Studio Pub

05/09

DATE: Friday, September 5, 2025
LOCATION: Belem, BR

Event Description

FESTA DO ONE DIRECTION @Studio Pub 05/09 is a premier concerts event in Belem. 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: 33/100

Expected Attendance: 135 people

Event ID: 36z43DApU7vE2WqVYC

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 54 across all properties

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