

FESTA DO ROCK 2025 // BANDA VERSÁRIO EM BRASÍLIA

DATE: Saturday, August 16, 2025
LOCATION: Asa Sul, Distrito Federal, BR

Event Description

FESTA DO ROCK 2025 // BANDA VERSÁRIO EM BRASÍLIA is a premier concerts event in Asa Sul. 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: FSPPJP6w4FzrdxDrY5

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.