

HYPE CB :: PAGOBEATS :: OPEN BEATS ATÉ 0H :: SÁBADO

DATE: Saturday, August 16, 2025
LOCATION: Cidade Baixa, Rio Grande do Sul, BR

Event Description

HYPE CB :: PAGOBEATS :: OPEN BEATS ATÉ 0H :: SÁBADO is a premier concerts event in Cidade Baixa. 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: 140 people
Event ID: 8cE4tnVSMHwmZNR7W

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: 56 across all properties

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

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