

# I WANNA BE TOUR - CWB 2025

DATE: Saturday, August 23, 2025  
LOCATION: Alto da Glória, Paraná, BR

## Event Description

I WANNA BE TOUR - CWB 2025 is a premier concerts event in Alto da Glória. 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:** 39/100

**Expected Attendance:** 293 people

**Event ID:** 75Ny6XgioZA5E9Hjdb

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 117 across all properties

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