

# Ilha da Magia - Sábado 23 de Agosto

## 17:00 as 03:00

DATE: Saturday, August 23, 2025  
LOCATION: Santa Amelia, Minas Gerais, BR

### Event Description

Ilha da Magia - Sábado 23 de Agosto 17:00 as 03:00 is a premier concerts event in Santa Amelia. 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:** 37/100

**Expected Attendance:** 231 people

**Event ID:** 8ioRCQQL7Uwb3YV3Ax

### Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 92 across all properties

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