

# IRREVERSÍVEL ROCK FEST

DATE: Saturday, December 6, 2025  
LOCATION: Centro Histórico, Rio Grande do Sul, BR

## Event Description

IRREVERSÍVEL ROCK FEST is a premier festivals event in Centro Histórico. 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:** festivals

**Importance Rank:** 37/100

**Expected Attendance:** 212 people

**Event ID:** EQ7tXtLqARvX5Bj33j

## 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:** 85 across all properties

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