

It is only rock and roll - 2ª edição

DATE: Saturday, August 30, 2025

LOCATION: Nossa Senhora da Abadia, Minas Gerais, BR

Event Description

It is only rock and roll - 2ª edição is a premier concerts event in Nossa Senhora da Abadia. 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: 36/100

Expected Attendance: 197 people

Event ID: EnpJi2bDsxpsepDWA

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: 79 across all properties

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