

# JÔ gando em Casa - Santissimo 20.08

DATE: Wednesday, August 20, 2025  
LOCATION: Castelo, Minas Gerais, BR

## Event Description

JÔ gando em Casa - Santissimo 20.08 is a premier concerts event in Castelo. 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:** 38/100

**Expected Attendance:** 242 people

**Event ID:** 6opeDoyqMziS4h6bh9

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 97 across all properties

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