

Luau do Jomps

DATE: Saturday, August 30, 2025
LOCATION: Alto dos Pinheiros, Minas Gerais, BR

Event Description

Luau do Jomps is a premier concerts event in Alto dos Pinheiros. 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: 275 people

Event ID: 85JcXgA7ePRGBXH6h9

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: 110 across all properties

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