

Luau Rock and Blues

DATE: Saturday, August 23, 2025
LOCATION: Portal da Serra, Minas Gerais, BR

Event Description

Luau Rock and Blues is a premier concerts event in Portal da Serra. 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: 277 people
Event ID: YNEYAQBeMpR74ZU6RS

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: 111 across all properties

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