

MAYBACH MUSIC

DATE: Friday, August 29, 2025
LOCATION: Barro Preto, Minas Gerais, BR

Event Description

MAYBACH MUSIC is a premier concerts event in Barro Preto. 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: 43/100
Expected Attendance: 435 people
Event ID: 6XNs6kf4Xur77c835S

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 174 across all properties

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