

Millenials - Edição BBB

DATE: Saturday, August 16, 2025

LOCATION: Jardim dos Estados, Mato Grosso do Sul, BR

Event Description

Millenials - Edição BBB is a premier concerts event in Jardim dos Estados. 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: 35/100

Expected Attendance: 179 people

Event ID: 38QGJw9uKWZN7rcuYm

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 72 across all properties

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