

Modão Paradise Sexta

DATE: Friday, September 5, 2025
LOCATION: Santo Antônio, Minas Gerais, BR

Event Description

Modão Paradise Sexta is a premier concerts event in Santo Antônio. 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: 41/100

Expected Attendance: 372 people

Event ID: HthQ4WtJRujqBzzetM

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 149 across all properties

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