

MUS & KAH - República Bar

DATE: Friday, August 15, 2025
LOCATION: Pouso Alegre, Minas Gerais, BR

Event Description

MUS & KAH - República Bar is a premier concerts event in Pouso Alegre. 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: 38/100

Expected Attendance: 251 people

Event ID: BpqprLXm84YRgPeZo8

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 100 across all properties

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