

NA AREIA 360 | SÁBADO 06-09| 15h

DATE: Saturday, September 6, 2025
LOCATION: Estoril, Minas Gerais, BR

Event Description

NA AREIA 360 | SÁBADO 06-09| 15h is a premier concerts event in Estoril. 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: 32/100

Expected Attendance: 128 people

Event ID: 9inLkmUo2P6V8hAXSm

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 51 across all properties

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