

# O SINAL VAI ABRIR PRA DIVERSÃO!

DATE: Thursday, August 14, 2025  
LOCATION: Barro Preto, Minas Gerais, BR

## Event Description

O SINAL VAI ABRIR PRA DIVERSÃO! 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:** 3uf3WqDmFQ8FsrcMTC

## 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.*