

# Pagode do Gordin convida Julia Rocha

DATE: Saturday, August 23, 2025  
LOCATION: Santa Tereza, Minas Gerais, BR

## Event Description

Pagode do Gordin convida Julia Rocha is a premier concerts event in Santa Tereza. 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:** 44/100

**Expected Attendance:** 483 people

**Event ID:** Gb8HB9MVNiVyd77DiY

## 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:** 193 across all properties

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