

PAGODE DO REI + RESENHA DO EDGAR - VARANDA GUARANI

DATE: Friday, September 5, 2025
LOCATION: São Bernardo, Minas Gerais, BR

Event Description

PAGODE DO REI + RESENHA DO EDGAR - VARANDA GUARANI is a premier concerts event in São Bernardo. 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: 359 people

Event ID: Gzu3eTwrC7Koi4YSKV

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: 144 across all properties

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