

PISEIRO DO ANDRE

DATE: Sunday, August 24, 2025
LOCATION: CAMPINHO, Minas Gerais, BR

Event Description

PISEIRO DO ANDRE is a premier concerts event in CAMPINHO. 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: 39/100
Expected Attendance: 276 people
Event ID: ct7wMoHhExRS8LLsLo

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 110 across all properties

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