

PJ90 Pearl Jam + Zaion - New York Pub

DATE: Friday, September 5, 2025
LOCATION: Poços de Caldas, Minas Gerais, BR

Event Description

PJ90 Pearl Jam + Zaion - New York Pub is a premier concerts event in Poços de Caldas. 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: 37/100

Expected Attendance: 213 people

Event ID: BUHW2tgKG8Vhvp05g

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 85 across all properties

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

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