

POCKET MURA: Sweet Dreams 30/08

DATE: Saturday, August 30, 2025

LOCATION: Belo Horizonte, BR

Event Description

POCKET MURA: Sweet Dreams 30/08 is a premier concerts event in Belo Horizonte. 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: 429 people

Event ID: CoamzGAu7m2eAtupnF

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: 172 across all properties

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