

POCS THE HOT 100

DATE: Saturday, August 23, 2025
LOCATION: Nossa Senhora das Dores, Pernambuco, BR

Event Description

POCS THE HOT 100 is a premier concerts event in Nossa Senhora das Dores. 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: 35/100

Expected Attendance: 180 people

Event ID: DVXHRE2DYmNtBxKpnZ

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 72 across all properties

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