

# P.O.D. and Demon Hunter

DATE: Friday, December 12, 2025

LOCATION: Brasilia, BR

## Event Description

P.O.D. and Demon Hunter is a premier concerts event in Brasilia. 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:** 45/100

**Expected Attendance:** 531 people

**Event ID:** BEJUEqQWrV3WKqt6hf

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 212 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/pod-and-demon-hunter>

Document generated on 6/4/2026, 5:00:03 AM