

# PONTO ALTO (29/08)

DATE: Friday, August 29, 2025

LOCATION: Brasilia, BR

## Event Description

PONTO ALTO (29/08) 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:** 29/100

**Expected Attendance:** 91 people

**Event ID:** 3zPX2LB7aibDdu5CMG

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 36 across all properties

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