

POR DU SOL - SAB 23 AGO - ALPHA BARBACENA

DATE: Saturday, August 23, 2025
LOCATION: Caminho Novo, Minas Gerais, BR

Event Description

POR DU SOL - SAB 23 AGO - ALPHA BARBACENA is a premier concerts event in Caminho Novo. 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: 40/100

Expected Attendance: 305 people

Event ID: Ab9bh6W26cUtDYndcp

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 122 across all properties

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