

# PRIMEIRO LUAU MARIANO.

DATE: Saturday, October 11, 2025  
LOCATION: Mato Grosso do Sul, BR

## Event Description

PRIMEIRO LUAU MARIANO. is a premier concerts event in the region. 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:** 25/100

**Expected Attendance:** 57 people

**Event ID:** 75vqhmZNve2NC3TrkH

## Hotel Demand Indicators

**ADR Impact Index:** 3.6x 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:** 23 across all properties

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