

# Pulmão Negro e Morcegula

DATE: Sunday, August 17, 2025

LOCATION: Uberlandia, BR

## Event Description

Pulmão Negro e Morcegula is a premier concerts event in Uberlandia. 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:** 42/100

**Expected Attendance:** 404 people

**Event ID:** PUd6AQJmSTPvBe3dfX

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 162 across all properties

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