

# QUARTOU NO DOME | 27/08 | 23H

DATE: Wednesday, August 27, 2025  
LOCATION: Belo Horizonte, BR

## Event Description

QUARTOU NO DOME | 27/08 | 23H is a premier concerts event in Belo Horizonte. 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:** 41/100

**Expected Attendance:** 348 people

**Event ID:** J8XPQU6RtqhPPgkxkL

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 139 across all properties

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