

# Quinta da Cloud: FUNK É POP! - Entrada free até 00h30, Quinta-feira - 21.08

DATE: Thursday, August 21, 2025  
LOCATION: Centro, Rio Grande do Sul, BR

## Event Description

Quinta da Cloud: FUNK É POP! - Entrada free até 00h30, Quinta-feira - 21.08 is a premier concerts event in Centro. 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:** 35/100

**Expected Attendance:** 183 people

**Event ID:** ZRILSBH47PBXoi5JX2

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 73 across all properties

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