

# Reset

DATE: Wednesday, December 31, 2025

LOCATION: Brasilia, BR

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## Event Description

Reset is a premier concerts event in Brasilia. 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:** 55/100

**Expected Attendance:** 1,704 people

**Event ID:** 7GKbFkxwYSix2qhC4W

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 682 across all properties

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

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<https://becircadian.com/events/reset>

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