

# Ressaca do Aniversário do Swing Popular (31/08)

DATE: Sunday, August 31, 2025  
LOCATION: Cachoeirinha, Minas Gerais, BR

## Event Description

Ressaca do Aniversário do Swing Popular (31/08) is a premier concerts event in Cachoeirinha. 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:** 398 people

**Event ID:** 7evKbSU9YWycutezEU

## 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:** 159 across all properties

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