

# RICK E NOGUEIRA - DO NOSSO JEITO

## edição BDAY RICK

DATE: Friday, August 22, 2025  
LOCATION: Belo Horizonte, BR

### Event Description

RICK E NOGUEIRA - DO NOSSO JEITO edição BDAY RICK 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:** 367 people

**Event ID:** 7uoZMD3UPTjXxMPPne

### 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:** 147 across all properties

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