

# ROCK FRIDAY | 05 de setembro | ROTA 677 | 19H

DATE: Friday, September 5, 2025  
LOCATION: Padre Eustáquio, Minas Gerais, BR

## Event Description

ROCK FRIDAY | 05 de setembro | ROTA 677 | 19H is a premier concerts event in Padre Eustáquio. 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:** 40/100

**Expected Attendance:** 301 people

**Event ID:** GgvZLP3wit7fqLht49

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 120 across all properties

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