

Rock na Veia Tributo a Raul

DATE: Saturday, August 23, 2025

LOCATION: Residencial Morro do Sol, Minas Gerais, BR

Event Description

Rock na Veia Tributo a Raul is a premier concerts event in Residencial Morro do Sol. 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: 37/100

Expected Attendance: 217 people

Event ID: 6r36zUHMDEZmMesTQ9

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 87 across all properties

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