

ROCK7 - BANDA VERTIGO

DATE: Saturday, August 23, 2025
LOCATION: Campinho, Maranhão, BR

Event Description

ROCK7 - BANDA VERTIGO is a premier concerts event in Campinho. 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: 34/100

Expected Attendance: 153 people

Event ID: 6fUi4M7yZcf7uzVJVt

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 61 across all properties

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