

# ROLE DO MILK - O VALE

DATE: Friday, August 22, 2025  
LOCATION: Vargem Pequena, Santa Catarina, BR

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## Event Description

ROLE DO MILK - O VALE is a premier concerts event in Vargem Pequena. 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:** 35/100

**Expected Attendance:** 173 people

**Event ID:** GC3Runj89HSVZtxyB

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 69 across all properties

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

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