

Roo Brutal Fest: Round Zero - Mega Rock MT

DATE: Saturday, August 23, 2025
LOCATION: Jardim Europa, Mato Grosso, BR

Event Description

Roo Brutal Fest: Round Zero - Mega Rock MT is a premier festivals event in Jardim Europa. 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: festivals

Importance Rank: 36/100

Expected Attendance: 210 people

Event ID: 8kScBoEsDrRxjo35Ba

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: 84 across all properties

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