

Samba de Milhões |Rio!|REVELAÇÃO

DATE: Saturday, August 16, 2025
LOCATION: Alto São João, Minas Gerais, BR

Event Description

Samba de Milhões |Rio!|REVELAÇÃO is a premier concerts event in Alto São João. 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: 39/100

Expected Attendance: 288 people

Event ID: AkcZVyrzJAs3oLzwGd

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 115 across all properties

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