

# Samba de segunda

DATE: Monday, August 18, 2025  
LOCATION: São Geraldo, Minas Gerais, BR

## Event Description

Samba de segunda is a premier concerts event in São Geraldo. 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:** 36/100

**Expected Attendance:** 201 people

**Event ID:** FdVW7o9j5xZ8vpRMNR

## 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:** 80 across all properties

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