

Sambas que Escuto em Casa

DATE: Monday, August 25, 2025
LOCATION: União, Minas Gerais, BR

Event Description

Sambas que Escuto em Casa is a premier concerts event in União. 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: 44/100

Expected Attendance: 487 people

Event ID: gECJDhFAhdUQhp5EjY

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 195 across all properties

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