

# SÁBADO CENTRAL PUB 30/08

DATE: Saturday, August 30, 2025  
LOCATION: Vila Sao Tomas, Minas Gerais, BR

## Event Description

SÁBADO CENTRAL PUB 30/08 is a premier concerts event in Vila Sao Tomas. 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:** 40/100

**Expected Attendance:** 328 people

**Event ID:** AhfRiKSdoTCKA4nic6

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 131 across all properties

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