

# SÁBADO WHY 16/08 - ANACRÔNICO + CHARLIE UAI JR + BACK2ROCK

DATE: Saturday, August 16, 2025  
LOCATION: Prado, Minas Gerais, BR

## Event Description

SÁBADO WHY 16/08 - ANACRÔNICO + CHARLIE UAI JR + BACK2ROCK is a premier concerts event in Prado. 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:** 42/100

**Expected Attendance:** 386 people

**Event ID:** HF2QwC7kUxaBG7gVzU

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 154 across all properties

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