

# SEGUNDA DE PRIMEIRA NO BOTEÇO DO HUDSON

DATE: Monday, August 25, 2025  
LOCATION: Indústrias I (Barreiro), Minas Gerais, BR

## Event Description

SEGUNDA DE PRIMEIRA NO BOTEÇO DO HUDSON is a premier concerts event in Indústrias I (Barreiro). 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:** 41/100

**Expected Attendance:** 359 people

**Event ID:** 964yWuDnQV85bBt7E8

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 144 across all properties

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