

SEGUNDINHA DO AKATU - MADE IN RIO

DATE: Monday, August 18, 2025
LOCATION: Tupi, Minas Gerais, BR

Event Description

SEGUNDINHA DO AKATU - MADE IN RIO is a premier concerts event in Tupi. 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: 360 people

Event ID: 72raN79Z7gAbSi3scw

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.