

SEXTA JACK! HARD AND HEAVY (CLASSIC ROCK) + M8 (ROCK & POP)

DATE: Friday, August 22, 2025
LOCATION: Funcionários, Minas Gerais, BR

Event Description

SEXTA JACK! HARD AND HEAVY (CLASSIC ROCK) + M8 (ROCK & POP) is a premier concerts event in Funcionários. 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: 384 people

Event ID: DhRcMyeLg3yk6VnZmh

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.