

SEXTA JACK! ROCKFIELD (HITS DO ROCK) + LUREX (QUEEN)

DATE: Friday, August 29, 2025
LOCATION: Funcionários, Minas Gerais, BR

Event Description

SEXTA JACK! ROCKFIELD (HITS DO ROCK) + LUREX (QUEEN) 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: 6e7rdFQT2DuHXJoDMx

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.