

SEXTA WHY 22/08 - RED HOT BRAZIL + FOO FIGHTERS + TOMAROCK!

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

Event Description

SEXTA WHY 22/08 - RED HOT BRAZIL + FOO FIGHTERS + TOMAROCK! 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: 43/100

Expected Attendance: 463 people

Event ID: 7Dk2rkTydLss7rSUd8

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 185 across all properties

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