

Show Atmosfera Sonora

DATE: Tuesday, September 2, 2025
LOCATION: Setor Leste Universitário, Goiás, BR

Event Description

Show Atmosfera Sonora is a premier concerts event in Setor Leste Universitário. 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: 35/100

Expected Attendance: 188 people

Event ID: 8DDNmA63hQYZZFcEdL

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 75 across all properties

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