

# Supergrass

DATE: Thursday, August 28, 2025  
LOCATION: Santiago, Región Metropolitana, CL

---

## Event Description

Supergrass is a premier concerts event in Santiago. 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:** 56/100

**Expected Attendance:** 1,919 people

**Event ID:** 8LNHvuJ5A8N2daUy8F

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 768 across all properties

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

---