

Surra de Modão | 14 de Agosto | Quinta-feira | Varanda do Contexto

DATE: Thursday, August 14, 2025
LOCATION: Asa Sul, Distrito Federal, BR

Event Description

Surra de Modão | 14 de Agosto | Quinta-feira | Varanda do Contexto is a premier concerts event in Asa Sul. 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: 37/100

Expected Attendance: 230 people

Event ID: ALD5fGbqp5hjbmycnL

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 92 across all properties

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