

# Surra de Modão | 20 de Agosto | Quarta-feira | Varanda do Contexto

DATE: Wednesday, August 20, 2025  
LOCATION: Asa Sul, Distrito Federal, BR

## Event Description

Surra de Modão | 20 de Agosto | Quarta-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:** 3izk6KZFqeaM2DTRDx

## 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.*