

TOQUINHO - 60 ANOS DE MÚSICA

DATE: Saturday, December 13, 2025
LOCATION: Centro, Minas Gerais, BR

Event Description

TOQUINHO - 60 ANOS DE MÚSICA is a premier concerts event in Centro. 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: 55/100

Expected Attendance: 1,705 people

Event ID: UFS4D2uXrbotpEBJpg

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 682 across all properties

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