

Toxic Justice - System of a down e Metallica

DATE: Saturday, August 30, 2025
LOCATION: Monte Carmelo, Minas Gerais, BR

Event Description

Toxic Justice - System of a down e Metallica is a premier concerts event in Monte Carmelo. 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: 39/100

Expected Attendance: 290 people

Event ID: vt2TnyRF42nhkGDwRn

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 116 across all properties

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