

# UMA NOITE E MEIA - Sheila Cartaxo homenageia Marina Lima

DATE: Saturday, November 8, 2025  
LOCATION: Asa Norte, Distrito Federal, BR

## Event Description

UMA NOITE E MEIA - Sheila Cartaxo homenageia Marina Lima is a premier concerts event in Asa Norte. 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:** 25/100

**Expected Attendance:** 57 people

**Event ID:** 5FD3mcY2T2Nm47ZXNZ

## Hotel Demand Indicators

**ADR Impact Index:** 3.6x 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:** 23 across all properties

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