

UMBRELLA FUNK NIGHT A Noite do Proibidão

DATE: Friday, August 22, 2025
LOCATION: Santa Monica, Minas Gerais, BR

Event Description

UMBRELLA FUNK NIGHT A Noite do Proibidão is a premier concerts event in Santa Monica. 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: 42/100

Expected Attendance: 378 people

Event ID: 49kUF4E4VbH5FbV9SW

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 151 across all properties

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