

# URSADA BH c/ Nayla Brizard & Gogo

## 05/09 SEXTA 23h

DATE: Friday, September 5, 2025  
LOCATION: Belo Horizonte, BR

### Event Description

URSADA BH c/ Nayla Brizard & Gogo 05/09 SEXTA 23h is a premier concerts event in Belo Horizonte. 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:** 43/100

**Expected Attendance:** 425 people

**Event ID:** Gc6U2mdAxvuR9rYG7z

### Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 170 across all properties

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