

# WORK B. - FINAL DO CONCURSO POPDRAG ROCKET 2025 - 30/08/25

DATE: Saturday, August 30, 2025  
LOCATION: São Mateus, Minas Gerais, BR

## Event Description

WORK B. - FINAL DO CONCURSO POPDRAG ROCKET 2025 - 30/08/25 is a premier concerts event in São Mateus. 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:** 292 people

**Event ID:** FKbqZjshZZoi34a9XA

## 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:** 117 across all properties

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