

16.11 APAIXONA BELA VISTA com Marcelo e Rayane e Companhia do Calypson

DATE: Sunday, November 16, 2025

LOCATION: São Paulo, BR

Event Description

16.11 APAIXONA BELA VISTA com Marcelo e Rayane e Companhia do Calypson is a premier concerts event in São Paulo. 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: 58/100

Expected Attendance: 2,500 people

Event ID: 6w8Ur5GYurBo6Qd8up

Hotel Demand Indicators

ADR Impact Index: 6.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,000 across all properties

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