

22.08 BRAT PARTY CLUB | ÚLTIMA NOITE

DATE: Friday, August 22, 2025
LOCATION: Jardim Santa Genebra II (Barao Geraldo), São Paulo, BR

Event Description

22.08 BRAT PARTY CLUB | ÚLTIMA NOITE is a premier community event in Jardim Santa Genebra II (Barao Geraldo). 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: community
Importance Rank: 30/100
Expected Attendance: 100 people
Event ID: Aq4NPbHZdWagmMKTLB

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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