

# 23.08 - FESTA 4EVER EDIÇÃO SÃO PAULO

DATE: Saturday, August 23, 2025  
LOCATION: Jardim Paulistano, São Paulo, BR

---

## Event Description

23.08 - FESTA 4EVER EDIÇÃO SÃO PAULO is a premier concerts event in Jardim Paulistano. 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:** 31/100

**Expected Attendance:** 114 people

**Event ID:** Brvun9RcZmdty4uQwd

## 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:** 46 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/2308-festa-4ever-edio-so-paulo>

Document generated on 6/4/2026, 6:25:55 AM