

23.08 - MEYER - WINTER LOUNGE - CAMPOS DO JORDAO

DATE: Saturday, August 23, 2025
LOCATION: P Príncipes, São Paulo, BR

Event Description

23.08 - MEYER - WINTER LOUNGE - CAMPOS DO JORDAO is a premier concerts event in P Príncipes. 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: 41/100

Expected Attendance: 369 people

Event ID: 52jcEtQXq3TTroV7Ym

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 148 across all properties

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

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Document generated on 6/4/2026, 5:24:47 AM