

28AGO_PIANO BAR com DOUGLAS CODONHO_do jazz ao pop

DATE: Thursday, August 28, 2025
LOCATION: Santa Monica, Santa Catarina, BR

Event Description

28AGO_PIANO BAR com DOUGLAS CODONHO_do jazz ao pop is a premier festivals event in Santa Monica. 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: festivals

Importance Rank: 35/100

Expected Attendance: 171 people

Event ID: 3xT88hNcsxTeWo29un

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 68 across all properties

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

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