30 ANOS ANDARILHOS MC - SOAD + RAIMUNDOS + CLASSICOS

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

Event Description

30 ANOS ANDARILHOS MC - SOAD + RAIMUNDOS + CLASSICOS is a premier concerts event in Jardim do Lar. 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: 42/100
Expected Attendance: 409 people
Event ID: GmPZqW89epXccwTn2w

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 164 across all properties

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