

6ª MOSTRA JAZZ_15AGO_Trap Life: hip hop & jazz

DATE: Friday, August 15, 2025
LOCATION: Santa Monica, Santa Catarina, BR

Event Description

6ª MOSTRA JAZZ_15AGO_Trap Life: hip hop & jazz is a premier concerts 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: concerts
Importance Rank: 36/100
Expected Attendance: 191 people
Event ID: BPW5kKqME4paTQ7FfR

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 76 across all properties

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