

# 90/2000 Party | O MELHOR DOS ANOS 90 E 2000s

DATE: Saturday, August 30, 2025  
LOCATION: Jardim Guanabara, São Paulo, BR

## Event Description

90/2000 Party | O MELHOR DOS ANOS 90 E 2000s is a premier community event in Jardim Guanabara. 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:** community

**Importance Rank:** 30/100

**Expected Attendance:** 97 people

**Event ID:** DwRw6Vm3ZdRkakU8bf

## 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:** 39 across all properties

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