

# AFTER SOMOS TRANCE

DATE: Saturday, August 30, 2025

LOCATION: São Paulo, BR

## Event Description

AFTER SOMOS TRANCE is a premier concerts event in the region. 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:** 33/100

**Expected Attendance:** 145 people

**Event ID:** HZNKWH7FaTsVwyBg7T

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 58 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/after-somos-trance>

Document generated on 6/4/2026, 12:12:37 AM