

Ana Cañas, Sérgio Britto, Vanguard, and Paulinho Moska

DATE: Sunday, August 31, 2025
LOCATION: São Paulo, São Paulo, BR

Event Description

Ana Cañas, Sérgio Britto, Vanguard, and Paulinho Moska is a premier concerts event in São Paulo. 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: 65/100

Expected Attendance: 5,521 people

Event ID: RT5MmBhuk4i2mZVTyq

Hotel Demand Indicators

ADR Impact Index: 7.0x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,208 across all properties

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