

ANDRE MORAES # SEXTA 15.AGO.2025

DATE: Friday, August 15, 2025
LOCATION: Jardim Vila Nova, São Paulo, BR

Event Description

ANDRE MORAES # SEXTA 15.AGO.2025 is a premier concerts event in Jardim Vila Nova. 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: 32/100
Expected Attendance: 131 people
Event ID: CkzxLou3FQubWYM4ds

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 52 across all properties

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