

Aniversário ALM

DATE: Sunday, September 21, 2025

LOCATION: Centro, São Paulo, BR

Event Description

Aniversário ALM is a premier performing-arts event in Centro. 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: performing-arts

Importance Rank: 55/100

Expected Attendance: 1,857 people

Event ID: BN6ba2Yv7ofCoKJEUP

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 743 across all properties

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