ANIVERSÁRIO DA DEBINHA NO DFM - STRIX, TOXINA, ALTAR ESCARLATE

DATE: Friday, August 29, 2025
LOCATION: São Paulo, BR

Event Description

ANIVERSÁRIO DA DEBINHA NO DFM - STRIX, TOXINA, ALTAR ESCARLATE 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: 27/100
Expected Attendance: 70 people
Event ID: FhUWoHpFTaYV7cQxAx

Hotel Demand Indicators

ADR Impact Index: 3.8x 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: 28 across all properties

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