

# ANIVERSÁRIO DA MUSICALIA - CLUBE HARLEM

DATE: Sunday, November 30, 2025  
LOCATION: Imirim, São Paulo, BR

## Event Description

ANIVERSÁRIO DA MUSICALIA - CLUBE HARLEM is a premier performing-arts event in Imirim. 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:** 57/100

**Expected Attendance:** 2,180 people

**Event ID:** 9TNUNPbTkXmiQigLNn

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 872 across all properties

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