

Arraia do Aloha com TRIO VIRGULINO + Aulas de Forró Gratuita no Aloha Bar Guarulhos

DATE: Friday, August 22, 2025
LOCATION: Vila Lanzara, São Paulo, BR

Event Description

Arraia do Aloha com TRIO VIRGULINO + Aulas de Forró Gratuita no Aloha Bar Guarulhos is a premier concerts event in Vila Lanzara. 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: 41/100

Expected Attendance: 364 people

Event ID: BmaMNJg7qy22veKRT2

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 146 across all properties

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