

Aurora - Esperança por Um Novo Dia

DATE: Saturday, October 25, 2025
LOCATION: Jardim Três Marias, São Paulo, BR

Event Description

Aurora - Esperança por Um Novo Dia is a premier performing-arts event in Jardim Três Marias. 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: 35/100
Expected Attendance: 174 people
Event ID: 4fnRJ43SnC3JCKPeap

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 70 across all properties

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