

Baile do Floresta

DATE: Saturday, August 16, 2025
LOCATION: Parque Anhembi, São Paulo, BR

Event Description

Baile do Floresta is a premier concerts event in Parque Anhembi. 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: 49/100

Expected Attendance: 880 people

Event ID: 9LVPXFnCv8utbG6u4k

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 352 across all properties

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