

BAILE TUDO - com Marcelo Quintanilha

DATE: Saturday, August 23, 2025
LOCATION: Santa Cecilia, São Paulo, BR

Event Description

BAILE TUDO - com Marcelo Quintanilha is a premier concerts event in Santa Cecilia. 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: 36/100

Expected Attendance: 202 people

Event ID: HfJ3oM8T86WnUYqUow

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 81 across all properties

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