

# Batucamina & Preta Batuque na Tarantino Cervejaria

DATE: Saturday, August 23, 2025  
LOCATION: Jardim das Gracas, São Paulo, BR

## Event Description

Batucamina & Preta Batuque na Tarantino Cervejaria is a premier concerts event in Jardim das Gracas. 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:** 43/100

**Expected Attendance:** 457 people

**Event ID:** hRtA6aE2HuSt5NiRAW

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 183 across all properties

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