

BEERCREW 2025 - Cervejaria SEASONS & The Barley House bar

DATE: Tuesday, September 23, 2025
LOCATION: Vila Nova Conceição, São Paulo, BR

Event Description

BEERCREW 2025 - Cervejaria SEASONS & The Barley House bar is a premier sports event in Vila Nova Conceição. 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: sports

Importance Rank: 50/100

Expected Attendance: 10,000 people

Event ID: BL9Fi4Uj2LGCujfyKm

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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