

BIGGER abrindo o ZIPPER - HALLOWEEN - SEXTA 31 OUTUBRO, 23 HORAS

DATE: Friday, October 31, 2025
LOCATION: Vila Buarque, São Paulo, BR

Event Description

BIGGER abrindo o ZIPPER - HALLOWEEN - SEXTA 31 OUTUBRO, 23 HORAS is a premier concerts event in Vila Buarque. 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: 40/100

Expected Attendance: 329 people

Event ID: 7jde6hs4hoQCdmKwhb

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 132 across all properties

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