

BOTECO 120 - SAMBA, SOL E ENERGIA BOA PÉ NA AREIA!

DATE: Saturday, November 22, 2025
LOCATION: Balneario Praia do Pernambuco, São Paulo, BR

Event Description

BOTECO 120 - SAMBA, SOL E ENERGIA BOA PÉ NA AREIA! is a premier concerts event in Balneario Praia do Pernambuco. 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: 25/100
Expected Attendance: 56 people
Event ID: 4STXoFV6QYCFpg4N4H

Hotel Demand Indicators

ADR Impact Index: 3.6x 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: 22 across all properties

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