

CABARET DO VERDINHO [TriFreixoto: Open Bar]

DATE: Saturday, August 16, 2025
LOCATION: Jardim Paulista, São Paulo, BR

Event Description

CABARET DO VERDINHO [TriFreixoto: Open Bar] is a premier performing-arts event in Jardim Paulista. 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: performing-arts
Importance Rank: 54/100
Expected Attendance: 1,533 people
Event ID: 6RrHjKM5boT4euQKfT

Hotel Demand Indicators

ADR Impact Index: 6.1x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 613 across all properties

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