

CalmSupr Heats 2.0

DATE: Friday, August 15, 2025
LOCATION: Jardim Miriam, São Paulo, BR

Event Description

CalmSupr Heats 2.0 is a premier concerts event in Jardim Miriam. 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: 42/100
Expected Attendance: 389 people
Event ID: J85U8q23Eb9RHUN5fa

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 156 across all properties

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