

CAPS DA OFICINA vs FECHAFREIXOTO | OPEN-BAR

DATE: Friday, August 22, 2025
LOCATION: Jardim Paulista, São Paulo, BR

Event Description

CAPS DA OFICINA vs FECHAFREIXOTO | OPEN-BAR is a premier concerts 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: concerts
Importance Rank: 33/100
Expected Attendance: 144 people
Event ID: 36JD43mgv5472Tkiw4

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 58 across all properties

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