

CCPC QUINTA ROOTS 28/08 - REGGAE ROOTS e PSYTRANCE - EVENTO GRATUITO até 21h - das 19h até as 2h!

DATE: Thursday, August 28, 2025
LOCATION: Vila Buarque, São Paulo, BR

Event Description

CCPC QUINTA ROOTS 28/08 - REGGAE ROOTS e PSYTRANCE - EVENTO GRATUITO até 21h - das 19h até as 2h! 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: 37/100

Expected Attendance: 229 people

Event ID: GUBkpE9AztCfwRNZBW

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 92 across all properties

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