

CCPC SEXTA 22/08 - DANCEHALL REGGAE E TRANCE - Especial BDAY DJ UZUMA - das 22h as 5h!

DATE: Friday, August 22, 2025
LOCATION: Vila Buarque, São Paulo, BR

Event Description

CCPC SEXTA 22/08 - DANCEHALL REGGAE E TRANCE - Especial BDAY DJ UZUMA - das 22h as 5h! 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: 218 people

Event ID: DZ6FuGzf7Uj2FrUmqw

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: 87 across all properties

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