

# CONEXÃO BLACK APRESENTA: FESTA DO FAROL - NOVO LOCAL!!!

DATE: Friday, August 22, 2025  
LOCATION: Bela Vista, São Paulo, BR

## Event Description

CONEXÃO BLACK APRESENTA: FESTA DO FAROL - NOVO LOCAL!!! is a premier concerts event in Bela Vista. 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:** 38/100

**Expected Attendance:** 253 people

**Event ID:** 8VW4T4Bj72FXw9aYrV

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 101 across all properties

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