

# CONFRARIA MUSICAL # SÁB 13.SET.2025

DATE: Saturday, September 13, 2025  
LOCATION: Jardim Vila Nova, São Paulo, BR

---

## Event Description

CONFRARIA MUSICAL # SÁB 13.SET.2025 is a premier performing-arts event in Jardim Vila Nova. 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:** performing-arts  
**Importance Rank:** 49/100  
**Expected Attendance:** 872 people  
**Event ID:** 8agwc7uPt2gyizXXNu

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 349 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/confraria-musical-sb-13set2025>

Document generated on 6/4/2026, 5:21:37 AM