

# COSTELADA DO PLACAR

DATE: Saturday, August 16, 2025  
LOCATION: Loteamento S Jose, São Paulo, BR

## Event Description

COSTELADA DO PLACAR is a premier concerts event in Loteamento S Jose. 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:** 147 people

**Event ID:** XHaj87oM2iCLKrXnsK

## 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:** 59 across all properties

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