

# Dia do Samba Rock GROOVE 011

DATE: Sunday, August 31, 2025  
LOCATION: Santa Ifigênia, São Paulo, BR

## Event Description

Dia do Samba Rock GROOVE 011 is a premier concerts event in Santa Ifigênia. 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:** 238 people

**Event ID:** Bd4xd6ekH5CkaetRWH

## 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:** 95 across all properties

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