

DJ Willian In The House no Prainha da Vila!!!

DATE: Sunday, August 17, 2025
LOCATION: Vila Maria, São Paulo, BR

Event Description

DJ Willian In The House no Prainha da Vila!!! is a premier concerts event in Vila Maria. 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: 242 people

Event ID: BGgEoJ7CnQe4J2DCKo

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: 97 across all properties

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