

# DOMINGUEIRA do CHAGAS. Com ROM SANTANA.

DATE: Sunday, August 24, 2025  
LOCATION: Várzea da Barra Funda, São Paulo, BR

## Event Description

DOMINGUEIRA do CHAGAS. Com ROM SANTANA. is a premier concerts event in Várzea da Barra Funda. 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:** 48/100

**Expected Attendance:** 754 people

**Event ID:** 9UZrjphpWPu3McWEhR

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 302 across all properties

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