

ESKINA 04 ANOS - MC HARIEL

DATE: Friday, August 15, 2025
LOCATION: Jardim Mutinga, São Paulo, BR

Event Description

ESKINA 04 ANOS - MC HARIEL is a premier concerts event in Jardim Mutinga. 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: 32/100

Expected Attendance: 120 people

Event ID: Bd6YJ2N6uCKdJiwjog

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 48 across all properties

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