

ESQUENTA BARRETÃO - MELISSA E MILENA - COWBOYS BAR - 16/08/2025

DATE: Saturday, August 16, 2025
LOCATION: Água Branca, São Paulo, BR

Event Description

ESQUENTA BARRETÃO - MELISSA E MILENA - COWBOYS BAR - 16/08/2025 is a premier concerts event in Água Branca. 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: 126 people

Event ID: 9VW7XXZjUx7gZv83B6

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: 50 across all properties

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