

Festa do ALCI - Especial Lady Gaga

DATE: Tuesday, August 19, 2025
LOCATION: Jardim São Luís, São Paulo, BR

Event Description

Festa do ALCI - Especial Lady Gaga is a premier concerts event in Jardim São Luís. 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: 33/100

Expected Attendance: 140 people

Event ID: DfMSs7Vw3Qzv7gdNcz

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 56 across all properties

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