

# Festa do Neon + Farol (Lumen 2025)

DATE: Saturday, September 6, 2025

LOCATION: Centro, São Paulo, BR

## Event Description

Festa do Neon + Farol (Lumen 2025) is a premier concerts event in Centro. 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:** 128 people

**Event ID:** GtwMRu5mxoTViwwNqY

## 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:** 51 across all properties

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