

# Festival Amor de Verão Morena Tropikana + Não Nasci Pra Morrer de Amor | 12h de festa - 06/12

DATE: Saturday, December 6, 2025  
LOCATION: São Paulo, BR

## Event Description

Festival Amor de Verão Morena Tropikana + Não Nasci Pra Morrer de Amor | 12h de festa - 06/12 is a premier festivals event in São Paulo. 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:** festivals

**Importance Rank:** 44/100

**Expected Attendance:** 476 people

**Event ID:** 4nYC8wEmw2CrhWoT6D

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 190 across all properties

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

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<https://becircadian.com/events/festival-amor-de-vero-morena-tropikana-no-nasci-pra-morrer-de-amor-12h-de-festa-0612>

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