

FIRE IN THE ROLÊ

DATE: Friday, August 29, 2025
LOCATION: Parque das Nações, São Paulo, BR

Event Description

FIRE IN THE ROLÊ is a premier concerts event in Parque das Nações. 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: FPr5XU3oPbpgudCnWF

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.
