

# Forró dos Ratos | Mês de Aniversário com DJ Nuts, Rick RCA, How e Rata no Estúdio Lâmina

DATE: Monday, August 25, 2025

LOCATION: São Paulo, BR

## Event Description

Forró dos Ratos | Mês de Aniversário com DJ Nuts, Rick RCA, How e Rata no Estúdio Lâmina is a premier concerts 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:** concerts

**Importance Rank:** 36/100

**Expected Attendance:** 200 people

**Event ID:** 3Rbv4Txg5diayZBsY

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 80 across all properties

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

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<https://becircadian.com/events/forr-dos-ratos-ms-de-aniversrio-com-dj-nuts-rick-rca-how-e-rata-no-estdio-lmina>

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