

HAPPY ROCK FRIDAY

DATE: Friday, August 22, 2025
LOCATION: Parque das Nações, São Paulo, BR

Event Description

HAPPY ROCK FRIDAY 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: 9B7X3yrHfUq4Znbq3R

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.
