

Hiphop Workout Collective 7ª Edição - KENDRICK X DRAKE

DATE: Sunday, August 17, 2025
LOCATION: Cidade Patriarca, São Paulo, BR

Event Description

Hiphop Workout Collective 7ª Edição - KENDRICK X DRAKE is a premier concerts event in Cidade Patriarca. 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: 39/100
Expected Attendance: 282 people
Event ID: FsWrwkMzHkqK6UwKYH

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 113 across all properties

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