

IDOL EXPERIENCE: K-POP AWARDS - Segunda Sessão às 20h30 (domingo, 14/ dez)

DATE: Sunday, December 14, 2025
LOCATION: Parque Industrial Tomas Edson, São Paulo, BR

Event Description

IDOL EXPERIENCE: K-POP AWARDS - Segunda Sessão às 20h30 (domingo, 14/dez) is a premier performing-arts event in Parque Industrial Tomas Edson. 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: performing-arts
Importance Rank: 35/100
Expected Attendance: 188 people
Event ID: D4tbAcsuW33hE8Ttfu

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 75 across all properties

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