

Ilú Obá De Min - Anúncio do Carnaval 2026

DATE: Saturday, August 30, 2025
LOCATION: Jardim das Gracas, São Paulo, BR

Event Description

Ilú Obá De Min - Anúncio do Carnaval 2026 is a premier concerts event in Jardim das Gracas. 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: 43/100

Expected Attendance: 457 people

Event ID: FbcdYgEuDA2wYhCYbM

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 183 across all properties

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