

Karaokê do Lola | 28/08 Quinta-feira

DATE: Thursday, August 28, 2025
LOCATION: Jardim Guanabara, São Paulo, BR

Event Description

Karaokê do Lola | 28/08 Quinta-feira is a premier concerts event in Jardim Guanabara. 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: 195 people

Event ID: GjB8YvBsBv2cKdRugi

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: 78 across all properties

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

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