

KOFF SP - Gule Gule

DATE: Tuesday, October 7, 2025
LOCATION: Bela Vista, São Paulo, BR

Event Description

KOFF SP - Gule Gule is a premier performing-arts event in Bela Vista. 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: 183 people
Event ID: Gw8XoHBkJXbmKSdgGA

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: 73 across all properties

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