

Label Party: Zero Likes x Problemas dos Outros

DATE: Sunday, October 12, 2025
LOCATION: Pinheiros, São Paulo, BR

Event Description

Label Party: Zero Likes x Problemas dos Outros is a premier community event in Pinheiros. 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: community

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: 3CuUrdUug6PcCuH5wU

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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