

LAMC - After God's Own Heart - Payment in Reais

DATE: Friday, February 6, 2026
LOCATION: Chácara Santo Antônio (Zona Sul), São Paulo, BR

Event Description

LAMC - After God's Own Heart - Payment in Reais is a premier concerts event in Chácara Santo Antônio (Zona Sul). 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: 25/100

Expected Attendance: 56 people

Event ID: Bk4ujKweBFh33Nidfp

Hotel Demand Indicators

ADR Impact Index: 3.6x 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: 22 across all properties

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