

Loomer, Firefriend, Bike, and White Canyon and the 5th Dimension

DATE: Saturday, August 30, 2025
LOCATION: São Paulo, BR

Event Description

Loomer, Firefriend, Bike, and White Canyon and the 5th Dimension is a premier concerts event in São Paulo. 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: 50/100

Expected Attendance: 958 people

Event ID: A9iiBE2x4HW3G6qmcc

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 383 across all properties

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