

Luau do Ó 7ª Edição

DATE: Saturday, August 30, 2025
LOCATION: Freguesia do Ó, São Paulo, BR

Event Description

Luau do Ó 7ª Edição is a premier concerts event in Freguesia do Ó. 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: 40/100

Expected Attendance: 306 people

Event ID: 6LRbHKZmmJt9PaGr7o

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 122 across all properties

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