

# LULA BARBOSA - MIRA IRA 40 ANOS

DATE: Saturday, September 20, 2025

LOCATION: Santos, BR

## Event Description

LULA BARBOSA - MIRA IRA 40 ANOS is a premier concerts event in Santos. 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:** 300 people

**Event ID:** 4vyWWTgGdwy6BWjbDc

## 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:** 120 across all properties

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