

Maglore and Vanguard

DATE: Sunday, November 30, 2025
LOCATION: Sao Paulo, São Paulo, BR

Event Description

Maglore and Vanguard is a premier concerts event in Sao 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: 57/100

Expected Attendance: 2,279 people

Event ID: FpQb9uX3pEJGFe5c3J

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 912 across all properties

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