

MC GW - MG DA OESTE - DJ KORINGA MPC - NA IMPERADOR

DATE: Friday, August 22, 2025
LOCATION: Cidade São Pedro - Gleba A, São Paulo, BR

Event Description

MC GW - MG DA OESTE - DJ KORINGA MPC - NA IMPERADOR is a premier concerts event in Cidade São Pedro - Gleba A. 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: 33/100

Expected Attendance: 138 people

Event ID: J4Re4NG6CqB65wN5UP

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 55 across all properties

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