

MC TATO SÁBADO NO VITRINE

DATE: Saturday, August 16, 2025
LOCATION: Jardim Europa, São Paulo, BR

Event Description

MC TATO SÁBADO NO VITRINE is a premier concerts event in Jardim Europa. 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: 36/100

Expected Attendance: 196 people

Event ID: FX5trUX2rUf7a8QKoU

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 78 across all properties

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