

MESA 90 (1ª Edição)

DATE: Wednesday, August 20, 2025
LOCATION: Vila Thais, São Paulo, BR

Event Description

MESA 90 (1ª Edição) is a premier concerts event in Vila Thais. 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: 39/100

Expected Attendance: 298 people

Event ID: 6wjSEnuYCsZ5L2rYkV

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 119 across all properties

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