

# Ney Matogrosso

DATE: Saturday, November 22, 2025  
LOCATION: Jardim Nova Alianca, São Paulo, BR

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## Event Description

Ney Matogrosso is a premier concerts event in Jardim Nova Alianca. 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:** 62/100

**Expected Attendance:** 3,898 people

**Event ID:** 7VvrVHm7JoMzbYKoUS

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x 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:** 1,559 across all properties

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

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