

Niver Fê & Mila

DATE: Friday, August 15, 2025
LOCATION: Barra Funda, São Paulo, BR

Event Description

Niver Fê & Mila is a premier concerts event in Barra Funda. 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: 43/100

Expected Attendance: 434 people

Event ID: DMTPMWbHeMPNAQdk3j

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 174 across all properties

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