

# NOITE ESPECIAL DRAKE (BRONX011 X DJ FROSTTY BEATS)

DATE: Thursday, August 21, 2025  
LOCATION: Pinheiros, São Paulo, BR

## Event Description

NOITE ESPECIAL DRAKE (BRONX011 X DJ FROSTTY BEATS) is a premier concerts event in Pinheiros. 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:** 28/100  
**Expected Attendance:** 82 people  
**Event ID:** eAEdcbgTDNMeyXpnRY

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 33 across all properties

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