

# NONI bDAY em São Paulo

DATE: Saturday, August 23, 2025  
LOCATION: Jardim Peri Peri, São Paulo, BR

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## Event Description

NONI bDAY em São Paulo is a premier concerts event in Jardim Peri Peri. 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:** 29/100

**Expected Attendance:** 90 people

**Event ID:** CatmThwxEZsWKACM8Y

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 36 across all properties

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

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