

Nosso Samba, Nossa Gente - Roda de Samba com Zé da Gente 2ª Edição

DATE: Saturday, August 16, 2025
LOCATION: Jardim Recreio, São Paulo, BR

Event Description

Nosso Samba, Nossa Gente - Roda de Samba com Zé da Gente 2ª Edição is a premier concerts event in Jardim Recreio. 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: 37/100

Expected Attendance: 226 people

Event ID: 6BfaT5PwAhFZeFxyRh

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 90 across all properties

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