

NR WORLD vol.2 - 05.Set - Pepper

DATE: Friday, September 5, 2025
LOCATION: São Sebastião, Rio Grande do Sul, BR

Event Description

NR WORLD vol.2 - 05.Set - Pepper is a premier concerts event in São Sebastião. 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: 33/100

Expected Attendance: 149 people

Event ID: 4PvtMKgor5mXJ6TKwG

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 60 across all properties

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