

# Os Paralamas do Sucesso

DATE: Saturday, November 29, 2025

LOCATION: Taubaté, BR

## Event Description

Os Paralamas do Sucesso is a premier concerts event in Taubaté. 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:** 62/100

**Expected Attendance:** 4,000 people

**Event ID:** ChXnnVL7dgjsB8F9yv

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,600 across all properties

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

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<https://becircadian.com/events/os-paralamas-do-sucesso>

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