Oswaldo Montenegro - O Melhor da Vida Ainda Vai Acontecer

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

Event Description

Oswaldo Montenegro - O Melhor da Vida Ainda Vai Acontecer is a premier concerts event in Jardim Nova Alianca. 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: 57/100
Expected Attendance: 2,175 people
Event ID: LF2FCtCtAJo7T5SB4z

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 870 across all properties

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