

# OVERFLOW SUMMER

DATE: Thursday, January 22, 2026  
LOCATION: Balneário Marisol, São Paulo, BR

---

## Event Description

OVERFLOW SUMMER is a premier concerts event in Balneário Marisol. 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:** 35/100

**Expected Attendance:** 172 people

**Event ID:** FDAKL8Wkx8o6cBGddv

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 69 across all properties

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

---