

# Paralamas do Sucesso - Cover OFICIAL - Atibaia

DATE: Friday, August 29, 2025  
LOCATION: Vila Santo Antonio, São Paulo, BR

## Event Description

Paralamas do Sucesso - Cover OFICIAL - Atibaia is a premier concerts event in Vila Santo Antonio. 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:** 36/100  
**Expected Attendance:** 189 people  
**Event ID:** DHJSJ5tEXKzquwctP4

## 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:** 76 across all properties

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