

Paredão Geek

DATE: Sunday, November 30, 2025
LOCATION: Várzea da Barra Funda, São Paulo, BR

Event Description

Paredão Geek is a premier concerts event in Várzea da Barra Funda. 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: 48/100

Expected Attendance: 754 people

Event ID: 7wgQ3geU8Q8j5Xqku7

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 302 across all properties

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