

Paulo Braga no Festival SP Choro in Jazz

DATE: Friday, September 5, 2025
LOCATION: Santo Amaro, São Paulo, BR

Event Description

Paulo Braga no Festival SP Choro in Jazz is a premier festivals event in Santo Amaro. 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: festivals

Importance Rank: 36/100

Expected Attendance: 190 people

Event ID: BJW2LcVVRKuVp5eCdp

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.