

# POPERÔ LIVE FEST - O MELHOR DOS ANOS 90

DATE: Friday, August 29, 2025  
LOCATION: Jardim Sao Dimas, São Paulo, BR

## Event Description

POPERÔ LIVE FEST - O MELHOR DOS ANOS 90 is a premier festivals event in Jardim Sao Dimas. 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:** 44/100

**Expected Attendance:** 500 people

**Event ID:** FCYYxtx68mKHgS7Zeh

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 200 across all properties

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