

Pré-Estrelia | A Casa Mágica da Gabby

DATE: Saturday, October 4, 2025
LOCATION: Vila Cordeiro, São Paulo, BR

Event Description

Pré-Estrelia | A Casa Mágica da Gabby is a premier performing-arts event in Vila Cordeiro. 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: performing-arts
Importance Rank: 50/100
Expected Attendance: 10,000 people
Event ID: 4vDrJzd54FF7jDppRY

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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