

PRIVATE SOAPY

DATE: Sunday, August 31, 2025
LOCATION: Vila Guarani (Zona Sul), São Paulo, BR

Event Description

PRIVATE SOAPY is a premier concerts event in Vila Guarani (Zona Sul). 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: 39/100

Expected Attendance: 271 people

Event ID: 8ts9RtEjcnTaWKXo58

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 108 across all properties

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