

Pullman Taste of Music | School of Rock

DATE: Saturday, August 16, 2025
LOCATION: Vila Mariana, São Paulo, BR

Event Description

Pullman Taste of Music | School of Rock is a premier concerts event in Vila Mariana. 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: 37/100

Expected Attendance: 223 people

Event ID: GR88mMtpgGA9DJ3snW

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: 89 across all properties

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