

# QUARTETO BARRA | Terças Jazz 321

DATE: Tuesday, September 2, 2025  
LOCATION: Pinheiros, São Paulo, BR

## Event Description

QUARTETO BARRA | Terças Jazz 321 is a premier concerts event in Pinheiros. 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:** 27/100

**Expected Attendance:** 68 people

**Event ID:** C8RPLWkEFheWC4jcba

## Hotel Demand Indicators

**ADR Impact Index:** 3.8x 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:** 27 across all properties

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