

Rauw Alejandro

DATE: Wednesday, October 22, 2025
LOCATION: Vila Almeida, São Paulo, BR

Event Description

Rauw Alejandro is a premier concerts event in Vila Almeida. 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: 62/100

Expected Attendance: 4,046 people

Event ID: J2X6ZCwJuWHdrBE9t

Hotel Demand Indicators

ADR Impact Index: 6.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,618 across all properties

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