

RED PARTY | MEGA OPEN BAR | SHOTS RED LABEL NA PISTA | ARCADES FREE

DATE: Friday, November 7, 2025
LOCATION: Vila Dirce, São Paulo, BR

Event Description

RED PARTY | MEGA OPEN BAR | SHOTS RED LABEL NA PISTA | ARCADES FREE is a premier community event in Vila Dirce. 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: community

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: HDrncC8mrkdZyP6ggx

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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