

REF MUSICAL - ESPECIAL HIP HOP 2000

DATE: Saturday, August 23, 2025
LOCATION: Sítio do Piqueri, São Paulo, BR

Event Description

REF MUSICAL - ESPECIAL HIP HOP 2000 is a premier performing-arts event in Sítio do Piqueri. 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: performing-arts

Importance Rank: 51/100

Expected Attendance: 1,119 people

Event ID: 6WZpmuhchdpRhKyHMm

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 448 across all properties

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