

Reggae Sessions ao vivo Semente Regueira & DJ Roots no Aloha Bar em Guarulhos

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

Event Description

Reggae Sessions ao vivo Semente Regueira & DJ Roots no Aloha Bar em Guarulhos is a premier concerts event in Vila Lanzara. 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: 41/100

Expected Attendance: 371 people

Event ID: 3NjCAqaVRao7Rw3f76

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 148 across all properties

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