

RETRO NIGHT - TRIBUTO CHARLIE BROWN JR - FLASHBACK

DATE: Saturday, August 23, 2025
LOCATION: Granja Julieta, São Paulo, BR

Event Description

RETRO NIGHT - TRIBUTO CHARLIE BROWN JR - FLASHBACK is a premier concerts event in Granja Julieta. 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: 29/100

Expected Attendance: 91 people

Event ID: GoqksoGNR4B6GQkFMj

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 36 across all properties

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

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Document generated on 6/4/2026, 9:12:53 AM