

Rock Festival - Aniversário do Dinossauro's Rock Bar

DATE: Saturday, August 23, 2025
LOCATION: Anhangabaú, São Paulo, BR

Event Description

Rock Festival - Aniversário do Dinossauro's Rock Bar is a premier festivals event in Anhangabaú. 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: festivals

Importance Rank: 46/100

Expected Attendance: 633 people

Event ID: 73CFY3vxMmaAP9QH5H

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 253 across all properties

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