

Rockin'1000 Rock Jam - Pub Britannia

DATE: Thursday, August 14, 2025

LOCATION: São Paulo, BR

Event Description

Rockin'1000 Rock Jam - Pub Britannia is a premier concerts event in São Paulo. 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: 336 people

Event ID: DS8vpbbbYxeKqGWr5x

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: 134 across all properties

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