

Roda de Samba do Délcio Luiz

DATE: Friday, August 22, 2025
LOCATION: Centro, São Paulo, BR

Event Description

Roda de Samba do Délcio Luiz is a premier concerts event in Centro. 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: 36/100

Expected Attendance: 195 people

Event ID: 8rSPg8TSK4FJaxWsct

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 78 across all properties

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