

Roda de Samba - PQPREMIUM

DATE: Sunday, August 31, 2025
LOCATION: Parque Esmeralda, São Paulo, BR

Event Description

Roda de Samba - PQPREMIUM is a premier concerts event in Parque Esmeralda. 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: 206 people

Event ID: 5yrDQzb6uQLQHbnS9h

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: 82 across all properties

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

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