

Rolê #97 - mix 2000, funk, dancehall & open format - DJ PH & DJ NEURA

DATE: Saturday, August 30, 2025
LOCATION: Jardim Prestes de Barros, São Paulo, BR

Event Description

Rolê #97 - mix 2000, funk, dancehall & open format - DJ PH & DJ NEURA is a premier concerts event in Jardim Prestes de Barros. 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: 33/100

Expected Attendance: 137 people

Event ID: AtkQ8G5CbL9chFxR8B

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 55 across all properties

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