

Rosas de Ouro 2026 | Final Eliminatórias de Samba-enredo 2026

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

Event Description

Rosas de Ouro 2026 | Final Eliminatórias de Samba-enredo 2026 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: 340 people

Event ID: ELNi5DGtWLXgQEnu9j

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: 136 across all properties

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