

SAMBA DA MACACA + CARICA SENSAÇÃO

DATE: Saturday, October 4, 2025
LOCATION: Vila Brasil, São Paulo, BR

Event Description

SAMBA DA MACACA + CARICA SENSACÃO is a premier concerts event in Vila Brasil. 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: 35/100

Expected Attendance: 168 people

Event ID: 5PS2ddcDVar5cbqnfU

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 67 across all properties

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