

Samba do Toninho

DATE: Sunday, August 17, 2025
LOCATION: Santo Andre, Minas Gerais, BR

Event Description

Samba do Toninho is a premier concerts event in Santo Andre. 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: 43/100

Expected Attendance: 426 people

Event ID: CYac4mzNXGhNdHc3in

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 170 across all properties

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