

Saturday, Track and Friends! | 18.10.2025 | 4MENGarage

DATE: Saturday, October 18, 2025
LOCATION: Parque Pompeu, São Paulo, BR

Event Description

Saturday, Track and Friends! | 18.10.2025 | 4MENGarage is a premier sports event in Parque Pompeu. 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: sports
Importance Rank: 50/100
Expected Attendance: 10,000 people
Event ID: 5kbbJ7kEWA57J8o6mM

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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

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