

SEXTA 07/11 - NEON PARTY - SANTO ROLÊ

DATE: Friday, November 7, 2025
LOCATION: Jardim do Mar, São Paulo, BR

Event Description

SEXTA 07/11 - NEON PARTY - SANTO ROLÊ is a premier community event in Jardim do Mar. 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: community

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: BpKR8BaZ6WwuroYJij

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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