

Shanti Sunset @ Rooftop Transamerica Berrini - Festa de Inauguração

DATE: Sunday, August 17, 2025
LOCATION: Cidade Monções, São Paulo, BR

Event Description

Shanti Sunset @ Rooftop Transamerica Berrini - Festa de Inauguração is a premier festivals event in Cidade Monções. 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: festivals

Importance Rank: 40/100

Expected Attendance: 320 people

Event ID: G664mkPnPmAnudrcB5

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 128 across all properties

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