

She Past Away

DATE: Wednesday, January 28, 2026

LOCATION: São Paulo, BR

Event Description

She Past Away is a premier concerts event in São Paulo. 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: 55/100

Expected Attendance: 1,743 people

Event ID: 7ofycE6c7DbMzcRsPn

Hotel Demand Indicators

ADR Impact Index: 6.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 697 across all properties

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