

[show] 20h: IMPÉRIO CONTRA-ATACA, ATALHOS e THE PAIN PAIN + after party

DATE: Saturday, October 11, 2025
LOCATION: Sorocaba, BR

Event Description

[show] 20h: IMPÉRIO CONTRA-ATACA, ATALHOS e THE PAIN PAIN + after party is a premier community event in Sorocaba. 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: 41/100

Expected Attendance: 350 people

Event ID: HF5NpPGKo6L2a4jRXc

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 140 across all properties

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