

SHOW LEGIÃO URBANA - COVER OFICIAL - ATIBAIA

DATE: Saturday, August 30, 2025
LOCATION: Vila Santo Antonio, São Paulo, BR

Event Description

SHOW LEGIÃO URBANA - COVER OFICIAL - ATIBAIA is a premier concerts event in Vila Santo Antonio. 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: 36/100
Expected Attendance: 189 people
Event ID: 6VPFL8hwWQ3wARVUuS

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 76 across all properties

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