

Showcases & After JAM - Novo Cenário Musical

DATE: Thursday, August 21, 2025
LOCATION: São Paulo, BR

Event Description

Showcases & After JAM - Novo Cenário Musical is a premier performing-arts 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: performing-arts

Importance Rank: 36/100

Expected Attendance: 211 people

Event ID: 8nug8EnycqbhP4bQh2

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: 84 across all properties

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