

Soda Pop Party (Festa do Video K7 - Rebobinando a Nossa História)

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

Event Description

Soda Pop Party (Festa do Video K7 - Rebobinando a Nossa História) is a premier community event in Vila Buarque. 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: 30/100

Expected Attendance: 100 people

Event ID: F3Atc6sq4YE3bnPyQk

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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