

# SOM DE PRETO - EDIÇÃO ESPECIAL MICHAEL JACKSON

DATE: Saturday, August 16, 2025  
LOCATION: Chácara da Barra, São Paulo, BR

## Event Description

SOM DE PRETO - EDIÇÃO ESPECIAL MICHAEL JACKSON is a premier concerts event in Chácara da Barra. 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:** 33/100

**Expected Attendance:** 149 people

**Event ID:** 4J7arSSRTYjVf5kN3k

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 60 across all properties

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