

# TACWEEN | A Festa de Halloween do TAC

DATE: Friday, October 17, 2025  
LOCATION: Centro Histórico de São Paulo, São Paulo, BR

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## Event Description

TACWEEN | A Festa de Halloween do TAC is a premier performing-arts event in Centro Histórico de 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:** 56/100  
**Expected Attendance:** 1,960 people  
**Event ID:** BFN5wM8BkdnWm7iHgt

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x baseline (varies by property tier & location)  
**Occupancy Impact:** +60 percentage points over baseline  
**Booking Lead Time:** Demand begins 60 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 784 across all properties

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

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