

Taking Sad 16 O Happy Hour mais triste de São Paulo!

DATE: Friday, November 14, 2025
LOCATION: São Paulo, BR

Event Description

Taking Sad 16 O Happy Hour mais triste de São Paulo! is a premier community 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: community
Importance Rank: 30/100
Expected Attendance: 100 people
Event ID: 3xJdGbDwgyR7WQWiKV

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.