

# TDT MUSIC & EXPO (Oficina G3)

DATE: Saturday, August 30, 2025

LOCATION: Jardim do Lago Continuacao, São Paulo, BR

## Event Description

TDT MUSIC & EXPO (Oficina G3) is a premier concerts event in Jardim do Lago Continuacao. 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:** 35/100

**Expected Attendance:** 175 people

**Event ID:** GRdqIHyzQLDwXjXbq

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 70 across all properties

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