

# TOM JOBIM por MARCELO GOMES & PAULO TINÉ // Rudras

DATE: Friday, August 15, 2025  
LOCATION: Vila Santa Isabel, São Paulo, BR

## Event Description

TOM JOBIM por MARCELO GOMES & PAULO TINÉ // Rudras is a premier concerts event in Vila Santa Isabel. 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:** 37/100

**Expected Attendance:** 228 people

**Event ID:** 9SUNZohmwQRbqeoczL

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 91 across all properties

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