

# Torneio Regional Juvenil a Sênior de Natação - 23/08/2025 - 1ª Região.

DATE: Saturday, August 23, 2025  
LOCATION: Tatuapé, São Paulo, BR

## Event Description

Torneio Regional Juvenil a Sênior de Natação - 23/08/2025 - 1ª Região. is a premier concerts event in Tatuapé. 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:** 146 people

**Event ID:** GL3YABBm8dUg2JuHXt

## 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:** 58 across all properties

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