

# Treta Festa | The Atro SP

DATE: Friday, August 15, 2025  
LOCATION: Bela Vista, São Paulo, BR

## Event Description

Treta Festa | The Atro SP is a premier concerts event in Bela Vista. 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:** 36/100

**Expected Attendance:** 204 people

**Event ID:** J4UpjEV8Q345KdGQXY

## 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:** 82 across all properties

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