

TRIBUTO JOÃO PAULO E DANIEL com MARCELO ZULATO

DATE: Friday, August 29, 2025
LOCATION: Alphaville, São Paulo, BR

Event Description

TRIBUTO JOÃO PAULO E DANIEL com MARCELO ZULATO is a premier concerts event in Alphaville. 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: 6wSnVaRb3QBXXaWDpt

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.