

TUIA 25 ANOS CLÁSSICOS DO ROCK RURAL

DATE: Wednesday, January 14, 2026
LOCATION: Sé, São Paulo, BR

Event Description

TUIA 25 ANOS CLÁSSICOS DO ROCK RURAL is a premier concerts event in Sé. 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: 141 people

Event ID: 9vbEWFjkR6g9s6VWWM

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: 56 across all properties

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