

TURMA DO PAGODE NO MEU GRU

DATE: Friday, August 22, 2025
LOCATION: Jardim Barbosa, São Paulo, BR

Event Description

TURMA DO PAGODE NO MEU GRU is a premier concerts event in Jardim Barbosa. 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: 41/100

Expected Attendance: 349 people

Event ID: G2Zf5KqxivzKPqu48wD

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 140 across all properties

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