

# Under Division Sowilo

DATE: Friday, September 5, 2025  
LOCATION: Jardim das Laranjeiras, São Paulo, BR

---

## Event Description

Under Division Sowilo is a premier concerts event in Jardim das Laranjeiras. 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:** 47/100

**Expected Attendance:** 723 people

**Event ID:** AYYQXoaam3TZYDnBHc

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 289 across all properties

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

---