

Zona de Perigo

DATE: Saturday, August 16, 2025
LOCATION: Vila Redentora, São Paulo, BR

Event Description

Zona de Perigo is a premier concerts event in Vila Redentora. 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: 30/100

Expected Attendance: 100 people

Event ID: 5xz2USFia5qnC77V6w

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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