

1º FESTIVAL DA BESTEIRA DE SAMPA

DATE: Sunday, October 5, 2025
LOCATION: Vila Mariana, São Paulo, BR

Event Description

1º FESTIVAL DA BESTEIRA DE SAMPA is a premier festivals event in Vila Mariana. 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: festivals

Importance Rank: 46/100

Expected Attendance: 624 people

Event ID: geQzGU4xz6nWrd2Ztf

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 250 across all properties

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