

1º Festival Terreiro Edição SP - Pagode da 27 | Encontro de Batuqueiros | Arruda | T. de Crioulo

DATE: Saturday, October 18, 2025
LOCATION: Várzea da Barra Funda, São Paulo, BR

Event Description

1º Festival Terreiro Edição SP - Pagode da 27 | Encontro de Batuqueiros | Arruda | T. de Crioulo is a premier festivals event in Várzea da Barra Funda. 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: 47/100

Expected Attendance: 700 people

Event ID: 3rTof273AaWR3jbDvD

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: 280 across all properties

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