

12.10 I Domingo - Oktoberfest das Minas!

DATE: Sunday, October 12, 2025
LOCATION: Cidade Universitária, São Paulo, BR

Event Description

12.10 I Domingo - Oktoberfest das Minas! is a premier festivals event in Cidade Universitária. 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: 620 people

Event ID: 5SyoowiVmfKNCYzdey

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: 248 across all properties

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