

# 14º HARU MATSURI NIPO CAMPINAS - FESTIVAL DA PRIMAVERA 2025

DATE: Saturday, September 20, 2025  
LOCATION: Jardim Guanabara, São Paulo, BR

## Event Description

14º HARU MATSURI NIPO CAMPINAS - FESTIVAL DA PRIMAVERA 2025 is a premier performing-arts event in Jardim Guanabara. 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:** performing-arts

**Importance Rank:** 51/100

**Expected Attendance:** 1,067 people

**Event ID:** BDeZEUgfnh42RKAyh3

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 427 across all properties

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