

17 DE AGOSTO (DOMINGO) | 54ª Festa da Cerejeira em Flor de Campos do Jordão | 1º LOTE

DATE: Sunday, August 17, 2025
LOCATION: V Cristina, São Paulo, BR

Event Description

17 DE AGOSTO (DOMINGO) | 54ª Festa da Cerejeira em Flor de Campos do Jordão | 1º LOTE is a premier concerts event in V Cristina. 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: 38/100

Expected Attendance: 248 people

Event ID: 9KCpvk3WiWzRU9DLNW

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 99 across all properties

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