

2ª Festival de Arte & Cultura - A Pequena Sereira - Dia 2

DATE: Friday, November 14, 2025
LOCATION: Quinta do Vale Verde, São Paulo, BR

Event Description

2ª Festival de Arte & Cultura - A Pequena Sereira - Dia 2 is a premier performing-arts event in Quinta do Vale Verde. 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: 42/100

Expected Attendance: 379 people

Event ID: 8M9rJK8ujVRKv5bSVX

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 152 across all properties

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