

2° Noite Italiana

DATE: Saturday, September 20, 2025

LOCATION: Parque Residencial Candido Portinari, São Paulo, BR

Event Description

2° Noite Italiana is a premier festivals event in Parque Residencial Candido Portinari. 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: 38/100

Expected Attendance: 258 people

Event ID: ASQQTxeKYgpUg2DKiE

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: 103 across all properties

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

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<https://becircadian.com/events/2-noite-italiana>

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