

2º São Silvestre Caipira/ Edição PARQUE TURÍSTICO EQUUS

DATE: Sunday, December 21, 2025
LOCATION: Serra dos Touros, São Paulo, BR

Event Description

2º São Silvestre Caipira/ Edição PARQUE TURÍSTICO EQUUS is a premier sports event in Serra dos Touros. 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: sports

Importance Rank: 50/100

Expected Attendance: 10,000 people

Event ID: DKEPdSNndgfmtChRpT

Hotel Demand Indicators

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

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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