

4º GIRAFEST

DATE: Friday, September 19, 2025

LOCATION: Jardim, São Paulo, BR

Event Description

4º GIRAFEST is a premier festivals event in Jardim. 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: 40/100

Expected Attendance: 312 people

Event ID: DPUH4zeY2PDxBTyJiR

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 125 across all properties

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