

Andy Warhol - Film Festival

DATE: Saturday, October 4, 2025
LOCATION: Jardim Miragaia, São Paulo, BR

Event Description

Andy Warhol - Film Festival is a premier performing-arts event in Jardim Miragaia. 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: 48/100

Expected Attendance: 762 people

Event ID: DfsscCBwc5mk593f75

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 305 across all properties

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