

Brand Fest 2025 | 13 de Novembro | 1º Lote

DATE: Thursday, November 13, 2025
LOCATION: Liberdade, São Paulo, BR

Event Description

Brand Fest 2025 | 13 de Novembro | 1º Lote is a premier festivals event in Liberdade. 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: 318 people

Event ID: 8VDnq6aKChLuKVEN5X

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: 127 across all properties

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